

2017 Per Capita Funding Allocations (Proposed)

January 31, 2017

<u>Municipality</u>	<u>2017 Allocations</u> <u>(\$1.12 Per Capita)</u>
City of Menasha	\$ 16,728.00
City of Neenah	\$ 29,176.00
City of Omro	\$ 12,814.00
City of Omro	\$ 3,985.00
Town of Nekimi	\$ 1,598.00
Town of Nepesukun	\$ 822.00
Town of Omro	\$ 2,435.00
Town of Poygan	\$ 1,466.00
Town of Rushford	\$ 1,771.00
Town of Utica *	\$ 737.00
Fox Cities Regional Partnership	\$ 4,548.00
Town of Clayton	\$ 4,548.00
Future Neenah, Inc	\$ 3,964.00
Town of Neenah	\$ 3,964.00
Greater Oshkosh Economic Development Corp (GOEDC)	\$ 85,436.00
City of Oshkosh	\$ 74,723.00
Town of Algoma *	\$ 3,905.00
Town of Black Wolf	\$ 2,735.00
Town of Oshkosh *	\$ 1,385.00
Town of Utica *	\$ 737.00
Town of Vinland	\$ 1,951.00
Oshkosh Chamber of Commerce	\$ 5,290.00
Town of Algoma *	\$ 3,905.00
Town of Oshkosh *	\$ 1,385.00
Village of Fox Crossing	\$ 22,988.00
Village of Fox Crossing	\$ 20,990.00
Town of Winchester	\$ 1,998.00
Village of Winneconne	\$ 6,709.00
Village of Winneconne	\$ 2,696.00
Town of Wolf River	\$ 1,337.00
Town of Winneconne	\$ 2,676.00
Total 2017 Allocation	\$ 187,653.00
<hr/>	
Direct IDB Allocations	\$ 21,000.00
East Central International Trade, Business & Economic Development (ITBED) (Winnebago Co. Dues)	\$ 11,000.00
Oshkosh Convention & Visitors Bureau	\$ 10,000.00
GRAND TOTAL	\$ 208,653.00

* these communities have elected to split their allocations



Request: \$16,728.00

City of Menasha • Department of Community Development

January 6, 2017



Mr. Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Re: Winnebago County 2017 Per Capita Funding Expenditure Plan

Dear Mr. Bougie,

Enclosed please find the City of Menasha's 2017 Per Capita Fund Expenditure Plan for the Winnebago County Industrial Development Board's review. I will also be e-mailing the document to you.

The City of Menasha looks forward to continuing our economic development efforts in 2017 and appreciates the support of the Industrial Development Board.

If you have any questions or concerns, please do not hesitate to contact me at by phone at 920-967-3651 or by e-mail at dbuck@ci.menasha.wi.us.

Respectfully,

David Buck
Community Development Director

2017
Winnebago County Industrial Development Board
Per Capita Fund Expenditure Plan
City of Menasha

Economic Development Objectives

Promotion

Promote the City of Menasha as a desirable place to live, work, and do business.

Business Retention, Expansion, and Recruitment

Build and retain relationships with existing and prospective businesses and industries to monitor their economic health and determine present and future needs. Provide information, referrals, technical and financial assistance that support business retention, expansion and development. Assist businesses and property owners with needs assessments and development plans, aid them with navigating local and state zoning and building plan approval processes, and help ensure adequate infrastructure and municipal services are available to facilitate rehabilitation and expansion efforts.

Program Coordination

Coordinate with other entities to foster and establish private-public partnerships in support of economic analysis, business development and marketing strategies.

Marketing

Develop advertising and marketing materials on multi-media platforms to promote available development sites. Initiate contact and conduct follow-up with parties interested in expanding their existing operations or with prospects interested in locating their business within the City of Menasha.

Capital Improvement related to Development

Improve the built environment within Menasha's commercial and industrial areas to provide needed amenities that support existing commercial activities and encourage development; promote an environment desirable to employers, employees and visitors; pursue land purchases and environmental clean-up of vacant and abandoned properties, particularly vacant former manufacturing sites.

Scope of Work

The scope of work involves direct expenditures for developing and distributing marketing materials, providing staff time related to business retention, meeting with prospects, project development, program coordination, and hiring consultants to provide assistance with economic development initiatives.

Proposed Program Budget

Business Retention, Expansion, and Recruitment

- \$14,000 Staff time allocated to business retention and recruitment including prospect meetings, project coordination-management and development assistance efforts.
- \$17,573 Participation in the Fox Cities Regional Partnership and taking part in programs such as Talent Upload, I-41 Corridor Marketing Collaborative, and the Site Selector Tours.
- Conduct site visits and business retention visits with local industries.

Program Coordination

- \$2,500 Staff time associated with program coordination and project development assistance with agencies including but not limited to Wisconsin Economic Development Corporation, Fox Cities Economic Development Professionals, Fox Cities Regional Partnership, Menasha Area Business Group, Fox-Wisconsin Heritage Parkway, and Winnebago County.

Marketing and Promotion

- \$25,000 towards the development of a Downtown Menasha Vision and Development Plan that will be used as marketing tool and provide a clear message for the development and redevelopment goals for the central city.
- \$14,500 for advertising and marketing of available development sites throughout the community with special focus on the Oneida Street (USH 10) and Lake Park Road (CTH LP) corridors.
- \$10,000 in grants and loans for commercial building rehabilitation in the downtown commercial corridors designed to encourage reuse and rehabilitation of existing commercial building inventory and promote historic preservation and cultural tourism.
- \$27,500 used to improve housing stock throughout the community thereby providing desirable housing options used for the recruitment and retention of employees of current and future businesses.
- Undertake environmental assessments, property appraisals, and engage legal counsel in preparation for the acquisition and redevelopment of multiple distressed industrial properties. Also, engage professional services to assist with evaluation, planning and marketing of redevelopment sites.
- Update the City's website and development material as it pertains to community development in coordination with the city's on-going website redesign efforts. Includes staff/intern time and professional services.

Capital Improvement related to Development

- \$135,000 for the design and development of a downtown hardscape at the southern terminus of Mill Street within the Main Street corridor. The hardscape will provide a positive amenity and attractant for business location as well as a space to allow programmed activities and an environment desirable to employers, employees and visitors.

- \$25,000 for engineering associated with the development and reconstruction of the Water Street corridor from the Menasha Lock east to the Tayco Street commercial district. This will provide needed amenities such as waterfront trails and public parking that will help to support existing commercial activities and promote development of new ventures.
- \$18,000 allocated for land purchase and environmental clean-up of vacant and abandoned properties primarily within the Washington Street commercial and industrial corridor, which is a gateway to the central business district from the south.
- \$29,000 to continue clean-up efforts associated with the former Gilbert Paper and RR Donnelly manufacturing sites in order to stimulate redevelopment.

2016 IDB Per-Capita Fund Award Utilization

\$ 2,500*	Reallocate to the Fox Cities Regional Partnership
<u>\$14,228</u>	Retained by the City of Menasha to be applied to the City's various Economic Development Program activities.
\$16,728	TOTAL

**Note: the City of Menasha has contributed an additional \$15,073 of City funds in support of the Fox Cities Regional Partnership.*

Program Accomplishments – 2016

Business Retention, Expansion, and Recruitment

- Administered development agreements with the Ponds of Menasha, Cypress Homes, PJC Group LLC, Gilbert Development Company, LLC, Menasha Downtown Development, Woodland Development LLC, Van's Realty, and Multi-Storage LLC.
- Coordinated the development of One Menasha Center office building and associated public amenities including Broad Street Parking Ramp and the Main Street Walkway link.
- Coordinated development of several major projects, including but not limited to the Oak Park Place, Festival Foods, Orthopedic Spine Therapy, and Alpha Prime.
- Processed building alterations and façade improvement grant/loan applications related to projects in the City's Historic Districts.
- Joined the Fox Cities Regional Partnership staff and Menasha Utilities on business retention visits to "primary employers."

Program Coordination

- Managed the City's ten Tax Increment Districts including amendments to two districts and the closure of one.
- Represented the City with various outside agencies and boards such as the Fox Cities Regional Partnership, Neighborhood Partners Network of the Fox Valley, Fox-Wisconsin Heritage Parkway, Menasha Business Group, NE Chapter American Planning Association, etc.

- Coordinated with WisDOT on the USH 441 reconstruction projects and the Racine Street bridge reconstruction. Worked with WisDOT and Calumet County on planning the reconstruction of the CTH LP.
- Completed close out of the Wisconsin Dept. of Administration CDBG-PF grant for the Senior Center renovation/expansion and assisted in implementation activities.
- Administered and dispersed funds associated with a \$500,000 Community Development Investment (CDI) Grant in support of the One Menasha Center office tower project.
- Administered a Site Assessment Grant (SAG) grant to fund exploration of site conditions and finished building demolition for property at 867 Valley Road.

Marketing and Promotion

- Planning and lot purchases associated with the Loop the Lake regional trail development.
- Continued efforts for updated webpage.
- Assisted real estate services in updating and maintaining a listing of available commercial and industrial buildings within the City.
- Completed and began implementation of an external marketing and branding strategy to promote new development and redevelopment within the City.
- Continued marketing sites in the Midway Business Park as well as properties located on Lake Park Road (CTH LP).
- Continued efforts to promote redevelopment of Menasha's downtown, Third Street and Racine Street corridors resulting in multiple business relocations and new establishments.

Capital Improvement related to Development

- Executed and managed a Land Purchase Agreement between RR Donnelley and the city/RDA.
- Began initial Water Street corridor planning including lock site visioning report, Valley Marine lease and trail development from Water Street to lock site.



Department of Community Development
211 Walnut St., P.O. Box 426, Neenah, WI 54957-0426
Phone: 920-886-6125 Fax: 920-886-6129
website/e-mail: www.ci.neenah.wi.us

January 19, 2017

Jerry L. Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Ave.
Oshkosh, WI 54903-2808

RE: 2017 Per Capita Funding Request

Dear Jerry:

Enclosed you will find the City of Neenah's 2017 request to the Winnebago County Industrial Development Board for Per Capita Funding.

The City of Neenah appreciates the funding opportunity provided by the County to enhance our industrial and economic development program and we look forward to another productive year in 2017.

Please contact me if you have any questions on this submittal.

Sincerely,

Chris A. Haese,
Community Development Director

Attachments



January 20, 2017

**CITY OF NEENAH 2017 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$29,176.00

Community Economic Profile

Neenah has built a strong economic base, supported by a good business mix. Prominent companies dealing in paper products, printing, electronics, flexible packaging, cast metals, insurance, finance, and health care lead our economy. Construction activity in 2016 dropped approximately 25% from 2015, although the \$49 million of new tax base added was within \$7 million of the five year average for new construction.

The City continues to market industrial sites in the fourth expansion area of the Southpark Industrial Center. Manufacturing growth in 2016 was led by Kimberly-Clark's investment of almost \$4 million in their Marathon Avenue facility's testing labs and a \$800,000 warehouse addition at Bent Tube on Neenah's west side. Tax Incremental Finance District Number 10 (TID No. 10) on the west end of Downtown, which was created in late 2015, has facilitated Neenah's largest project of 2016. The Gateway Building, initially proposed as a 60,000 square foot, \$6 million project, has grown to a 90,000 square foot building that will add upwards of \$9 million to the tax base. The new office building will bring 300 professional jobs to the Downtown and will also open a prime location along Interstate 41 for additional investment and job growth for the region.

The City's Green Bay Road/Winneconne Avenue corridor is providing growth opportunities for commercial and residential development. American Grand completed their first phase of construction on a residential living facility, adding \$3.5 million to the tax base. They recently broke ground on their second phase.

All of these business growth initiatives were supported by funds from the Winnebago County IDB. These funds supported professional economic development efforts in marketing, advertising, and business recruitment. In 2016, the IDB funds assisted the upgrade of traditional community marketing and promotion items including professional photography in the Downtown, administrative tasks associated with economic development including IEDC training, retention visits with area businesses, response to site information requests from a number of businesses, and expansion projects for several manufacturing and commercial facilities. The funds were also utilized as part of an on-going partnership with the City of Oshkosh in efforts to explore the feasibility of a municipally owned wetland bank.

2017 Economic Development Strategy

By creating an environment for growth, progress, and opportunity, the City of Neenah and its partner organizations have been successful in attracting high quality development projects to the greater Neenah community. Resourceful planning and management at the local government level should continue to produce excellent economic results in the future. Economic development activities in 2017, which will be enhanced with the funding made possible from the Winnebago County IDB, include:

- Support of economic development and marketing programs for all commercial and industrial business neighborhoods.
- Marketing industrial sites for sale in the fourth expansion of the Southpark Industrial Center.
- Managing capital development and marketing programs in all Tax Increment Districts and in the Neenah Central City Business Improvement District.

- Managing Downtown redevelopment initiatives; continue a business recruitment program aimed at attracting residential, office, retail, and dining/entertainment uses, particularly in the Gateway Redevelopment Area.
- Managing Downtown parking system and evaluate options to improve parking supply specifically for the Downtown employment centers.
- Promoting sustainable practices in all economic development projects.
- Producing collateral materials to be used in community promotion and marketing efforts.
- Working cooperatively with our economic development partners on area-wide promotion and marketing efforts.
- Complete wetland mitigations of City-owned land in Southpark Industrial Center in order to improve the marketability and developability of those sites.
- Continue towards the implementation of a municipally owned wetland bank in partnership with the City of Oshkosh.

2016 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 2,000.00
• Promotional Materials Design/Printing	\$ 2,000.00
• Wetland Bank Investigation/Implementation	\$ 11,500.00
• Postage and Mailing Expenses	\$ 500.00
• Web Site Advertisement	\$ 500.00
• Business Recruitment/Retention Expenses	\$ 5,000.00
• Economic Development Administrative Activities	\$ 4,000.00
• Wetland Delineation Study	<u>\$ 3,676.00</u>
Total	\$29,176.00

With a successful track record from past partnership efforts and with the continued support of the Winnebago County Industrial Development Board, the City of Neenah is committed to furthering the economic growth and vitality of our county. We look forward to working together with you in the coming year.

Request: \$12,814.00



January 16, 2017

Winnebago County Industrial Development Board
c/o Jerry Bougie, Planning Department
PO Box 2808
Oshkosh, WI 54903-2808

Dear Jerry,

Attached you will find the City of Omro's 2017 Per Capita Fund Expenditure Plan for review and consideration by the Industrial Development Board.

Should you have any questions regarding the application, please feel free to contact me directly.

Sincerely,

A handwritten signature in cursive script that reads 'Dana Racine'.

Dana Racine
Community Development Director
dracine@omro-wi.com
920.685.7005 ex.22
130 W. Larrabee St.
Omro, WI 54963



2017 Per Capita Funding Summary

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2017:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	3,985.00
Town of Nepeuskun	822.00
Town of Nekimi	1,598.00
Town of Omro	2,435.00
Town of Rushford	1,771.00
Town of Utica	737.00
Town of Poygan	1,466.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$12,814.00*. This money will be used to promote the Omro Industrial Park, Omro's downtown commercial development, as well as market the overall city of Omro.

*This amount subject to approval by the Industrial Development Board

Intentions for the 2017 Budget

The Omro Area Development Corporation will be focusing on the following objectives in 2017: 1) Promote the Industrial Park; 2) Continue to work at filling any current vacancies in commercial and industrial buildings; 3) Continue to promote tourism and traffic along the Fox River and in Downtown Omro; and 4) Support Future Omro, Chamber-Main Street Program's objectives of economic restructuring, organization, design, and promotions to revitalize and reinvest in Omro which will strengthen overall economic growth in the entire City.

The following is how we intend to achieve our objectives:

- Keep informed on existing business needs in Omro to nurture future expansion plans.
- Market existing buildings and sites which are for sale or lease.
- Market the Omro Industrial Park's expansion both within and outside Omro.
- Market and promote Omro through a multimedia campaign that involves on-line advertising printed advertising, flyers, brochures, billboards and media advisories.
- Continue to work with the BID, Future Omro Chamber-Main Street Program, the City, surrounding communities and Winnebago County to enhance the economic development picture in the community.
- Continue to utilize City of Omro, OADC and Future Omro's websites as a recruitment tool for new businesses and as a source of information for existing businesses.
- Update the Omro Industrial Park's covenants to help City Council, the OADC board and prospective buyers better understand the development process and standards.

Winnebago County Per Capita Funding Application

Budget for 2017 Winnebago County Per Capita Funding Program

Project Description	Total Cost	Cost Covered by IDB Funding	Other Funding Sources
Tourism Ads in Visitors Guides, Guides in City Info Booth at Cheese House, On and In Welcome Bags Goes to New Residents and Visitors	\$5,000.00	\$2,614.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
Marketing of Omro -Industrial Park Mailings and Postcards -In-person Visits to Developers/Planners -Info Packets to Prospective Buyers -Print Ads in Trades Publications -Continue to Include Properties and Lots Available on FutureOmro.org/Google Ads	\$20,000.00	\$5,000.00	City of Omro, OADC
Placemaking Initiatives- Area Improvements/Safety Attracting New Residents/Employees	\$4,000.00	\$1,000.00	City of Omro, OADC, Business Improvement District, Future Omro Chamber-Main Street Program
Community & Economic Development Position (Support to Market the Industrial Park and the City of Omro)	\$48,500.00+ benefits	\$4,200.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
TOTAL COSTS	\$77,500.00 +	\$12,814.00	

Past Use of Funds and Results

The Omro Area Development Corporation (OADC) was generously granted \$10,094.00 from the Winnebago County Industrial Development Board in 2016. Several projects have come to fruition as a result of the Per Capita Funding Program including updating tourism collateral which coincides with Omro's unique Historical Walking Tour. Fifty aluminum signs were restored throughout the city and outskirts. Future Omro Chamber-Main Street partnered with OADC board to create Welcome Bags with advertising on the outside and inside with promotional pieces. Future Omro members have included items such as tooth brushes from Dowling Dental, Omro Care Center cookbooks, candles from the Farmer's Wife Country Crafts, menus and magnets from the restaurants, Omro Pharmacy clips, pens, business cards, and

Winnebago County Per Capita Funding Application

brochures. Grass roots initiatives like these provide affordable advertising options for the small business in Omro.

There were many high points in community and economic development for Future Omro, OADC, Omro Bid, and the City in 2016. The Wisconsin Main Street Awards for 2015 were on April 8th held in Marshfield. Omro was honored to be the recipient of the three which include Best Historic Restoration: Masonic Temple Window Restoration, Best Creative Fund Raising Effort: Brick Art Gala and Volunteers of the Year: John & Melanie Steen. On May 3rd and 4th Wisconsin Main Street representatives assisted Future Omro in a waterfront technical visit. For the third consistent year Future Omro had growth in membership and participation. Over 15,000 visitors attended over 18 community events. During the Memorial Day Car Show and 4th of July Celebration food and beverages sold out all proceeds are going back into the community. Over 700 volunteer hours were provided, worth over \$15, 500. Finally, the OADC and Future Omro provided funds to support hiring an intern. The position assisted with the events and developed the building and site repository. Collateral to recruit businesses was developed including a business startup guide, market profile flyer, and space available. Building and sites available for sale or lease were posted on futureomro.org, Locateln, Loopnet, and Costar with paid advertising on Google's AdWords Express.

Through the collaboration of the IDB, OADC, Omro BID, Future Omro and the City of Omro, we will continue to strengthen and streamline the common goals of promoting economic growth and development in the City of Omro as well as Winnebago County.



January 30, 2017

Mr. Jerry Bougie
Winnebago County
PO Box 2808
Oshkosh, WI 54903

Dear Jerry,

The Fox Cities Regional Partnership (FCRP) represents our area's first funded and staffed, structured effort focused on primary job creation and resultant economic enhancement. As an Investor in the Regional Partnership, Winnebago County and several of its communities play an essential role in our public/private partnership that strives to improve the quality of life for local residents by supporting business development.

FCRP is fulfilling its commitment to provide essential support to our existing primary employers, attract new primary employers, and grow in-demand talent within our region. In 2012 we put in place an aggressive work plan aimed at meeting our five-year objective of supporting the creation of 1,200 new primary jobs by 2017. I am happy to announce that we accomplished our goal! This translates to a direct economic impact (measured by new annual payroll) of over \$70 million. We are currently working with several other employers that have the potential to significantly increase that number.

Our progress can be measured in other ways as well. During the 2016 calendar year, we made **individual marketing contacts with more than 50 site selection consultants across the country**, in an effort to establish and build brand awareness of the Fox Cities Region. We also partnered with economic development organizations in Green Bay, Oshkosh and Fond du Lac to host four consultants on a first-hand familiarization tour of Wisconsin's I-41 Corridor. This collaboration allows us to further leverage resources and assets for the purpose of attracting new businesses to the area. In addition, FCRP staff made **in-person visits to the corporate leadership of more than 110 of this region's primary employers**. These appointments – conducted in collaboration with our public sector partners – are made in order to establish working relationships, explore expansion opportunities to provide assistance and identify problems and issues that might impede our companies' competitiveness. Understanding the crucial role that access to workforce plays in economic development, last year our organization partnered with more than 20 Fox Cities companies to **host 74 college students from 12 universities on a career exploration and community familiarization tour of our region**. "Talent Upload," FCRP's award-winning talent recruitment program, seeks to directly address local employers' needs around entry-level IT and Engineering talent. To date, approximately 230 students have been hosted through this program, and more than 70 have been placed in entry-level positions!

An economy is a dynamic force, with its health subject to numerous factors and conditions. We know that in order to move our communities forward, it is imperative that we exploit the opportunities that are available to us and successfully grow and attract the type of jobs that our region needs to continue to grow. We also know that we cannot do the job of economic development alone. Our efforts require collaboration between business, government, education and nonprofits.

We are honored that you have expressed interest to invest in our efforts to build local economic health and vitality. We thank you for your vision in providing the resources to move this region forward, and pledge that we will continue to do all we can to assure our mutual success.

Sincerely,

A handwritten signature in black ink, appearing to read "Manny Vasquez".

Manny Vasquez, Vice President





Fall 2016: FINAL REPORT

september 29-october 1, 2016



FoxCitiesRegion.com/talent-upload

THANK YOU

17 PARTICIPATING EMPLOYERS LOOKING FOR:

139 engineering interns | 58 entry-level engineering hires
 37 IT or computer science interns | 33 entry-level IT or computer science hires

GIGABYTE EMPLOYERS



MEGABYTE EMPLOYERS



KILOBYTE EMPLOYERS



CONTRIBUTING SPONSORS



J. J. Keller & Associates, Inc. is a proud participant in Talent Upload program since its inception. As a growing company, with a strong focus on hiring technology talent, it is critical that we have engaging ways to connect with students. Talent Upload is a valuable and meaningful program that exposes students to career opportunities and hiring companies within the Fox Cities.

*Cindy Enli, Talent Acquisition Manager
 J. J. Keller & Associates, Inc.*

THANK YOU

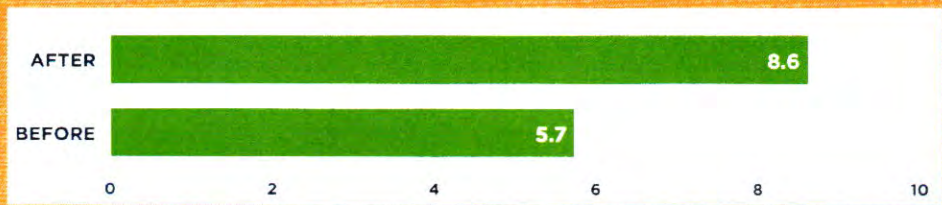
74 STUDENTS FROM 12 PARTICIPATING UNIVERSITIES

13 seeking engineering internships
27 seeking FT entry-level engineering positions
30 seeking IT or computer science internships
7 seeking FT entry-level IT or computer science positions

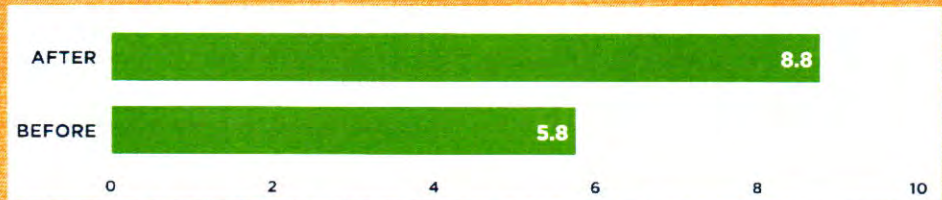
Lawrence University | Michigan Tech | Purdue University | UW-Stout
UW-Platteville | UW-Madison | UW-Green Bay | UW-Eau Claire
UW-Milwaukee | UW-Oshkosh | UW-Stevens Point | Valparaiso University

BEFORE & AFTER TALENT UPLOAD STUDENT SURVEY RESULTS

What is your perception of starting your career in the Fox Cities?



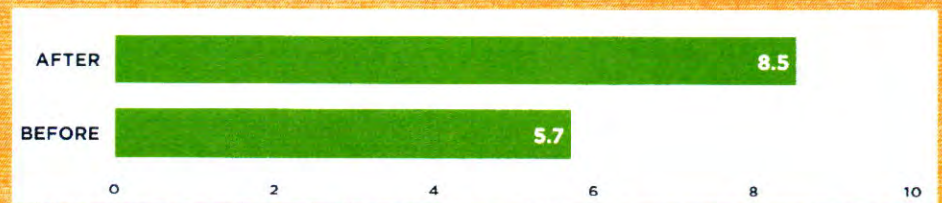
What is your perception of living in the Fox Cities?



What is your perception of living as a young professional in the Fox Cities?



How likely are you to pursue a job/internship in the Fox Cities?



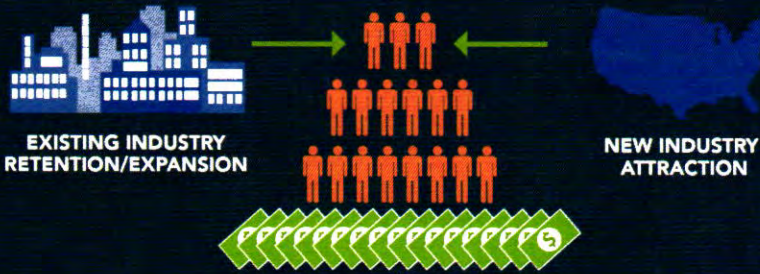
HOW DOES ECONOMIC DEVELOPMENT WORK?



FUNDING: Our investors provide support based on their commitment to the economic growth of the community, understanding that when development efforts are successful they will benefit – both directly and indirectly.

FOX CITIES REGIONAL PARTNERSHIP
A DIVISION OF **fc**

SUPPORT FOR EMPLOYMENT GROWTH:
We assist existing Fox Cities' primary employers to encourage expansions and hiring, as well as market the Fox Cities Region globally to recruit new business to the area.



INFUSION OF OUTSIDE \$\$\$ INTO THE AREA:
As new wages circulate through our local retail, service, professional, government and non-profit sectors; our regional economy benefits.



HIGHER STANDARD OF LIVING

FoxCitiesRegion.com

TARGETED INDUSTRIES

PROJECTED GROWTH
+
HIGHER THAN AVERAGE WAGES
+
COMPETITIVE ADVANTAGES
=
FOX CITIES WEALTH

ADVANCED MANUFACTURING
PACKAGING
PAPER
ELECTRONICS
SPECIALTY MACHINERY



FOOD & BEVERAGE PROCESSING
DAIRY / CHEESE
GRAINS
FROZEN FOODS
CANNED GOODS



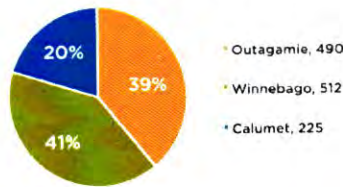
QUALITY BUSINESS SERVICES
INSURANCE
FINANCE
ENGINEERING
ARCHITECTURAL



TRANSPORTATION MANUFACTURING
HEAVY TRUCKS
AEROSPACE
MILITARY
EMERGENCY EQUIPMENT



JOBS BY COUNTY



JOBS BY SECTOR



EXPANSION & ATTRACTION PROJECT OUTCOMES | 2013-2017

15 COMPANIES

1,257 NEW JOBS

\$73,050,000 ANNUAL PAYROLL

PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (EST ANNUAL PAYROLL)
THIEL CHEESE	12	Cheese producer acquired new equipment that significantly expanded processing capacity	Assisted with governmental land use compliance and economic incentive process	\$448,000
GALLOWAY FOODS	5	Liquid processing of concentrated dairy blends and sweetened condensed milk. The company is the largest manufacturer of frozen dairy dessert mixes in Wisconsin	Provided assistance with state economic incentive process	\$196,000
AMEREQUIP	103	Contract manufacturer producing equipment for OEM's, including Ariens, Toro, John Deere and others. Company has established fast growth plans, and considered expansion in Kiel and in North Carolina.	Participated in problem solving process involving City, County, DNR. Assisted with coordination of state economic incentives	\$4,835,000
POLYFLEX	40	Plastics blow molding company headquartered in Walworth, WI. Company growth demanded more production space. Decision made to build 59,000 sq. ft. new facility in Kaukauna	Assisted the City of Kaukauna with marketing of the area to the company, and worked with the Industrial and Commercial Development Commission, the Community Development Department and the Common Council to facilitate negotiations and approval processes	\$1,658,000
WINONA FOODS	29	Cheese processing company headquartered in Green Bay acquired smaller cheese shredding company in Kaukauna. Acquisition will trigger move of Wisconsin-based production operations into Kaukauna, along with operations currently located in four states	Assisted the company with state incentive process	\$1,119,000
SIMPLY INCREDIBLE	120	Central Wisconsin frozen cranberry snack food processor purchased City of Menasha steam generation plant to site expanded production activities	Generated economic impact report to assist City with project assessment and feasibility	\$4,497,000
COATING SYSTEMS	26	Hortonville trucking company that has expanded into pipe coating, heat-treating and painting as a contractor to Piping Systems.	Provided assistance to company owner and business consultant with application process associated with Outagamie County Prosperity Fund	\$1,114,000

PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (EST ANNUAL PAYROLL)
WERNER ELECTRIC	79	Neenah-based electrical Warehouse and distribution company looking to double in size, seeking appropriate location for 200,000 sq. ft. building. Company considering Fox Cities location as well as out of state options	Provided assistance in identifying real estate options, coordination with WEDC for economic incentives, consultation on preparation of presentation for public sector, coordination of meeting with prospect community	\$4,509,000
PIPING SYSTEMS	119	Hortonville manufacturer engaged in \$5.5 million, 65,000 sq. ft. expansion associated with having landed a contract to supply pipe to a liquefied natural gas export facility in Maryland	Assisted the company with financial assessment, application and packaging of State incentives and site considerations	\$5,181,000
SARGENTO FOODS INC.	140	Cheese producer expanded Hilbert plant capacity and increased production jobs	Working with Plymouth, WI headquarters, Regional Partnership provided extensive labor and demographic research in response to company concerns about being able to access sufficient numbers of employment candidates	\$5,511,000
FAITH TECHNOLOGIES	350	Menasha-based company engaged in major expansion of its engineering sector	Responded to company request for potential real estate options. Responded to City of Menasha request for economic impact numbers associated with expansion	\$17,678,000
BERNATELLOS FOODS	18	Kaukauna-based frozen pizza manufacturer engaged in 25,000 sq. ft. expansion of its bakery department	Provided economic and industry-specific wage data to the company and packaged available local and State incentives	\$615,000
PARA TECH COATING INC.	37	California-based Parylene coating service provider looking to open a location in the Fox Cities - home to some of the company's largest customers.	Provided assistance in identifying available real estate options, coordination with WEDC for economic incentives and workforce training programs and subsidies	\$2,130,000
NESTLE	150	Global food and beverage company driving the construction of a cold storage facility for an existing product line. Company considered Fox Cities locations as well as out of state options.	Provided assistance in identifying available real estate options, responded to Village of Little Chute's request for economic impact numbers associated with expansion.	\$11,530,000
ENCAPSYS	20	Existing technology company looking for an existing facility or available land to accommodate a 50,000 sq. ft. expansion and consolidation, and establish global corporate headquarters.	Provided assistance in identifying available real estate options in the region.	\$10,624,000
C3 CORP	9	Appleton-based engineering firm looking to add manufacturing capacity, office space and storage space (approximately 20,000 sq ft total) to support growing production of machinery	Connected company with City of Appleton and Wisconsin Economic Development Corporation to discuss expansion plans and available tax incentives	\$1,405,000

GOVERNORS CIRCLE | \$20,000+



LEADERSHIP CIRCLE | \$10,000+



INVESTORS CIRCLE | \$5,000 +



SUPPORTERS CIRCLE | < \$5,000 or < \$1 per capita

Amerequip	Consolidated Construction Co. Inc.	Nordon Business Environments	Town of Greenville
American National Bank Fox Cities	First National Bank Fox Valley	Outagamie County	Village of Fox Crossing
BLC Community Bank	Garrow Oil Corp.	Prospera Credit Union	Village of Hortonville
Business Lending Group	Great Northern Corporation	Time Warner Cable	Village of Kimberly
City of Appleton	Innovative Machining	Town of Buchanan	Winnebago County
CopperLeaf Boutique Hotel and Spa	Martenson & Eisele	Town of Grand Chute	

The following organizations provide Fox Cities Regional Partnership with specific tools to stimulate industry growth



FUTURE NEENAH

Our future, Our Neenah

Programs to be Funded:

**Area Relocation Marketing Materials
Update ESRI/Neilson Market Data
Navigate Neenah-Menasha Marketing Materials**

Background

Future Neenah, Inc. is a community driven non-profit organization dedicated to promoting the economic and cultural vitality of Neenah. Incorporated in 1983, Future Neenah engages in the leadership, management and funding of a wide range of programs, projects and events. Future Neenah is a sponsor and organizer of several events including Farmers Market, A Very Neenah Christmas, Farm to Table Sunset Dinner, Ultimate Ladies Day, and the Shattuck Park Summer Concert Series. Annually these events attract over 60,000 visitors, generating an economic impact of over \$3.1 million to the local economy.

Neenah has earned a solid reputation for building strong public-private partnerships that advance the economic strength of the community and region. Future Neenah regularly partners with surrounding municipalities, other organizations, businesses and individuals to accomplish its mission. Future Neenah and our neighboring communities have formed a successful partnership with past support of marketing and promotion programs in the Neenah Area. The results generated were very impactful and we hope to continue these in 2017.

2017 Project Funding Request Future Neenah respectfully requests funds to:

- **Support employers in their efforts to recruit employees and relocate/transition residents to the Neenah Area**
- **Update of new ESRI/Neilson market research to assist us with identifying development needs and recruiting new businesses**
- **Support the production of marketing materials for the Navigate Neenah-Menasha trestle project**

Future Neenah's strong collaborative efforts, through public/private partnerships, support initiatives such as economic development and community enrichment programs, as well as social, cultural, and recreational events for people of all ages. *Neenah Area's strong economy is supported by an exceptional workforce.* Because over 90% of the region's workforce is at least high school graduates, local employers can count on intelligent, hardworking employees. In fact, national companies consistently report that their Neenah operations are 20% to 30% more productive than at similar facilities around the country. We want to not only maintain, but build upon this strength. The Neenah Area is the home of several Fortune 500 Companies, some of whom were doing significant hiring or recruiting of top executives in 2016.

To support their employee attraction efforts, Future Neenah helped in a variety of ways. Job fairs were conducted in conjunction with some of the events we host, we took corporate recruiters on tours to demonstrate how to best showcase our area, determined tour routes and provided scripts, and provided top reasons to relocate here for them to share with potential employees. We worked with a few local companies on recruiting new top executives from out of state.

In 2016 we worked on development of a Trailing Spouse Program to expand these services, which included the development of our Partner Employment Portal (**PEP**). This portal is a closed/membership only website designed to be a support system for HR professionals to connect trailing spouses to opportunities in our area while trying to secure new talent for their companies. We continue to build relationships with the area's Human Resources Departments to support their efforts in a variety of ways, including better providing platforms for professionals to connect with each other to share best practices.

In 2017 we would like to update our market research data that we completed in 2013 so that we can better identify gaps, update our workplace population survey and better quantify area market strengths to communicate these with business prospects and site selectors. We are going to refresh our existing data and provide this information to our key stakeholders to utilize for their purposes as well. In 2017 Future Neenah will also be conducting market research for the development of a new community event that will highlight our assets such as water and our industries such as Neenah Foundry and our paper related companies.

In 2017, Future Neenah will also be in the construction phase of building two new trestles to complete the Little Lake Butte Des Mort trail loop. Navigate Neenah-Menasha is a public/private partnership initiative working to enhance the quality of life for our area by providing attractive, comfortable, and compelling places along our waterfront and trails system. The current Trestle Trail in the Town of Menasha sees an average of 350,000 visitors per year. By building additional trestles to complete this loop, we will be able to leverage traffic to both Downtown Neenah and Downtown Menasha, increasing our economic impact on businesses. Also by completing this loop, we will be creating a noteworthy destination for tourism at both a local and state level. The Twin Trestle portion of this development is estimated to be a \$3.2 million project. This is a project that will bring together multiple communities for the betterment of Northern Winnebago County. We are seeking support for the development of marketing materials to engage area residents and visitors to utilize this trail when complete.

Submitted by:

Amy Barker Executive Director
Future Neenah, Inc.



January 20, 2017

Jerry Bougie
IDB Coordinator
Winnebago County Planning Department
112 Otter Avenue
Oshkosh, WI 54903-2808

RE: Winnebago County 2017 Per Capita Economic Development Funding Program

Dear Mr. Bougie,

This letter serves as the application and supportive documentation for Greater Oshkosh Economic Development Corporation's request for funding from the Winnebago County Industrial Development Board. Our application is for the 2017 Winnebago County Industrial Development Per Capita Funding in the amount of \$85,436.00.

Our mission and objective as an organization is *to provide leadership, direction, coordination, and services to advance economic development in the greater Oshkosh area*. This is completed by our five strategies we use as guideposts which were set forth in our three-year strategic plan in 2015. These strategies are listed below and expanded upon in the enclosed documents.

Strategy One: Existing Business Development, Attractions and Assisting Startups

Strategy Two: Targeted Industry Approach to Strength Core Industries

Strategy Three: Ensure an Educated, Diverse, Skilled Workforce

Strategy Four: Provide Tools & Resources to Address Opportunities

Strategy Five: Be an Innovative, Flexible, Entrepreneurial Organization that Demonstrates Value to Stakeholders

The funds Greater Oshkosh EDC received last year were put towards initiatives that moved economic development in Winnebago County forward. The work Greater Oshkosh EDC accomplished in 2016 is detailed in the 2016 Highlights (enclosed), but some of the key items that were accomplished that the IDB Funds were used for were:

- Marketing planning and promotional materials to promote Greater Oshkosh EDC and our surrounding communities.
- Promotion of the Aviation Business Park at Wittman Regional Airport
- Promotion of our area Industrial Parks
- Continual study of economic impact, workforce, trends, and issues in our area



Intended Use of Funds: In 2017, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds of \$85,436.00 to support the following economic development activities:

- Increasing access to capital by continuing to find ways to support our established businesses and startup businesses in Winnebago County. (\$15,000 - staff time)
- Promotion of the Aviation Business Park at Wittman Regional Airport. (\$25,000 - staff time, promotion, and marketing material development)
- Business retention and expansion activities for existing, local industries and manufacturers. (\$15,000 - staff time)
- Recruitment and diversification of new industries and manufacturers. (\$10,000 - staff time)
- Continued involvement in workforce initiatives from education and assessing employer needs, to daycare development and transportation issues. (\$7,500 - staff time)
- Continual assessment of the businesses, workforce and surveying the community's trends and needs through studies and interviews. (\$5,436 - staff time and materials)
- Expanding the area and their strengths by continuing development and assisting the towns in Winnebago County. (\$7,500 - staff time)

In the enclosed document you will find our 2016 Highlights and the many ways in which the 2016 IDB funds were utilized. The staff at Greater Oshkosh and myself would like to thank you and the members of the Winnebago County Industrial Development Board for supporting our organization and working with us to drive the economy in our area forward.

Please let me know if you have any questions.
(920) 230-3321 / jason.white@greateroshkosh.com

My Best,

A handwritten signature in blue ink that reads "Jason E. White". The signature is written in a cursive style with a large initial "J".

Jason E. White
President & CEO

Encl: Greater Oshkosh EDC 2015-2017 Strategic Plan
Encl: Greater Oshkosh EDC 2017 Objectives
Encl: Greater Oshkosh EDC Ongoing Initiatives
Encl: Greater Oshkosh EDC 2016 Highlights
Attached: Greater Oshkosh EDC Midyear Report



Greater Oshkosh Economic Development Corp. *2015 – 2017 Strategic Plan*

The following strategies were set forth in the 2015-2017 Strategic Plan:

Strategy One:

Greater Oshkosh EDC is the leading economic development organization in the Greater Oshkosh area driving existing business development, attraction, and business starts.

Strategy Two:

Greater Oshkosh EDC will pursue a targeted industry approach to strengthen the competitiveness of core industries in the Greater Oshkosh area.

Strategy Three:

Greater Oshkosh EDC will engage local, regional, and statewide partners to ensure a technically educated, diverse and skilled workforce to support businesses in Greater Oshkosh.

Strategy Four:

Greater Oshkosh EDC will provide the tools and resources to ensure that the Greater Oshkosh area is prepared to address economic development opportunities.

Strategy Five:

Greater Oshkosh EDC will be an innovative, flexible and entrepreneurial organization that provides results and value to stakeholders.



Greater Oshkosh Economic Development Corp.

2017 Objectives

1. Continue expansion of an internal Business Retention and Expansion (BR&E) process with a client tracking and follow up system. (#1)
2. Invest \$250,000, via Greater Oshkosh Capital Catalyst Program, in local startups in high-tech growth sectors. (*Specifically: Advanced manufacturing, IT/Software Development, Medical Devices/Research, Energy/Biosciences, Aviation/Aerospace, and Agriculture/Food Processing.*) (#1)
3. Continue prospecting for potential businesses for the Aviation Business Park and Industrial Parks through cold prospecting, requested RFIs, and outreach. (#2)
4. Support the 'Quality of Life' initiative to brand the area as a prime destination to attract talent, selling the various selling attributes for people to want to move here. (#2)
5. Facilitate conversations and offer solutions to downtown parking concerns for employers/workers. (#3)
6. Partner with stakeholders to address gaps in second shift daycare support. (#3)
7. Partner with stakeholders to expand public transportation options to help people get to work. (#3)
8. Continued involvement with poverty-reduction initiatives and partnerships such as POINT. (#3)
9. Partner in developing international export assistance for businesses with the University of Wisconsin Oshkosh Small Business Development Center. (#4)
10. Execute at least one Gold Shovel Ready Site in the Greater Oshkosh area. (#4)
11. Look for opportunities to collaborate with local partners to bring workforce and economic development events to Oshkosh, such as InDevelopment, enabling us to highlight the strengths of the Greater Oshkosh area to a broader regional audience. (#4)
12. Develop 2018-2020 three-year Capital Campaign for Greater Oshkosh's operating budget. (#5)
13. Expand development of a scorecard for internal utilization and education focused on quantifiable and measurable outcomes as well as provide results-oriented data to investors.* (#5)
14. Research additional cutting edge marketing resources (i.e. social media channels) and develop deeper relationships with local and regional media. (#5)
15. Implement a process to evaluate the return on investment and exit timeline for new local and regional initiatives proposed for Greater Oshkosh's involvement. (#5)
16. Raise an additional \$50,000 in net private sector fundraising support to add staff capacity for the organization's BR&E account management coordination. (#5)

**Continued development of an impact scorecard includes, but not limited to: Projects completed/in progress; Jobs added; Jobs retained; Capital investment made; Commercial and Industrial properties sold; Business visits (BR&E); Current business; growth investments made; Entrepreneurial assistance provided; Entrepreneurial investments made; Prospect site visits made to Greater Oshkosh; Open projects by sector & type; Completed projects by sector & type; Paid and organic marketing impact*



Greater Oshkosh Economic Development Corp. *Ongoing Initiatives*

1. Consistent focus on the values upon which the organization was founded: ethics, responsiveness, accountability, innovative, and community.
2. Continued effective outreach to all public stakeholders – the City of Oshkosh, Towns, Village of Winneconne, Winnebago County and others defined as part of the Greater Oshkosh region.
3. Committed to continue to achieve the goal of connecting with 150 companies annually to address issues identified and establish benchmarks for providing solutions to area businesses.
4. Administer, maintain and seek creative ways to expand financing programs for all-sized businesses, including, but not limited to, the Greater Oshkosh Revolving Loan Fund and Greater Oshkosh Capital Catalyst Fund.
5. Identify and evaluate market opportunities and requirements in the local and regional supply chains for identified industry clusters.
6. Continued collaboration with and recognition of the value and respective niches of all our education and workforce-based partners.
7. Greater Oshkosh will continue to take an active interest in seeking ways to connect employers to their various services as well as assist in developing innovative and forward thinking programs to develop the workforce needed for Greater Oshkosh businesses.
8. The Greater Oshkosh EDC will continue to quantify the present workforce needs of area employers.
9. Continued evaluation of the changing demographics and diversity in Greater Oshkosh and the region, as well as its impact on workforce and employer demands.
10. Partner with commercial real estate brokers, developers, and property owners to consistently have an inventory of available commercial/industrial sites and buildings available on 'Locate in Wisconsin' within the Greater Oshkosh community.
11. Partner with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.
12. Retention and growth of staff to accomplish the organization's goals and objectives.
13. Develop, implement and maintain marketing and internal and external communication plans.
14. Utilize developed marketing plans and organic media to increase the awareness of Greater Oshkosh's comprehensive services and to reflect a positive image of doing business in the Greater Oshkosh area.
15. Through updated marketing materials and online resources, Greater Oshkosh will create and market an inventory of available sites and buildings in the Greater Oshkosh area.
16. Recognize the role, purpose and involvement of Greater Oshkosh EDC in participating in Interstate 41 corridor and other regional initiatives.



Greater Oshkosh Economic Development Corp.

2016 Highlights

Strategy One: Greater Oshkosh EDC will be the leading economic development organization in the greater Oshkosh area driving existing business development, attraction, and business start-ups.

- Through two years of our first three-year strategic plan, our project portfolio translates to nearly 307 new jobs, 916 retained jobs and \$45 million in capital investment.
- Approximately 70 organizations invested \$520,000 in the second year of Greater Oshkosh EDC's campaign. One third was invested by public sector partners, and two thirds private. Continually showing strong support for Greater Oshkosh EDC and its purpose.
- Greater Oshkosh EDC hired a Director of Business & Economic Development and part-time Office Assistant. The organization also hired an intern from UW Oshkosh who has stayed on staff post-graduation. The team consists of three full-time staff and two part-time staff.
- Business Retention and Expansion (BR&E) outreach. Greater Oshkosh EDC met more than 160 percent of the organization's goal of connecting with 150 companies in 2016.
- Continued availability of gap financing to second stage businesses through the Greater Oshkosh Revolving Loan Fund. Greater Oshkosh EDC administers, maintains and seeks creative ways to assist businesses in their growth and expansions through the Greater Oshkosh Revolving Loan Fund and other available financing options throughout the state.
- Greater Oshkosh EDC developed the first entrepreneur focused financing program in the New North in 2016. The Greater Oshkosh Capital Catalyst program makes \$250,000 available to start ups in high technology growth sectors via loans, grants and equity positions.
- Packaged responses to two requests for proposals (RFIs), Project Coat and Project Timber, sent to us by Wisconsin Economic Development Corporation and New North. These businesses were seeking a place to locate a business.
- Very involved in the expansions of Monroe Equipment, Shipyard Marine, CastlePierce, Lakeside Plastics, and Best Quality Tree Service in 2016. The organization is also started work on several business expansions in 2016 that carry over into 2017.
- Greater Oshkosh EDC is facilitating the area's most talked about project, partnering with a local developer to build a sports arena in Oshkosh's central city, specifically the Sawdust District. This project has the potential to bring jobs, tourism revenue, business startups and growth, family-friendly green space, increased quality of life, and continue the development of a strong central city in Oshkosh.



Strategy Two: Greater Oshkosh EDC will pursue a targeted industry approach to strengthen the competitiveness of core industries in the greater Oshkosh area.

- Greater Oshkosh EDC met with over 130 aviation-related companies at EAA AirVenture and the National Business Aviation Association conference promoting the Aviation Business Park at Wittman Regional Airport, which became officially shovel ready with full infrastructure in place in 2016.
- Promoted the Aviation Business Park in two news articles, three radio interviews, and three TV interviews. Ran ads in AirVenture Today and the Oshkosh Northwestern promoting the Aviation Business Park.
- Populated the 'Locate in Wisconsin' property inventory system. Added or modified 37 properties.
- Partnered with nearly 163 real estate brokers and developers to identify commercial and industrial sites and buildings around our area.
- A continuation of the Oshkosh Regional Defense Industry Diversification Initiative grant from the Department of Defense was Initiative 41. This is an initiative that promotes working together in the region and showing employers, programs, and government that working together helps us all move forward because our workforce, employers, and economies are so interconnected. Greater Oshkosh EDC gave multiple presentations around the region on Initiative 41 in 2016.
- Worked with the UW Oshkosh Small Business Development Center to assist entrepreneurs and supported their efforts to hire an International Trade Consultant that will help guide companies through the logistics of selling and buying goods on the global market.

Strategy Three: Greater Oshkosh EDC will engage local, regional, and statewide partners to ensure a technically educated, diverse and skilled workforce to support the businesses in the greater Oshkosh area.

- Greater Oshkosh EDC has ongoing collaborations with and recognizes the value and respective niches of all our education and workforce-based partners. The organization continues to connect employers and workforce to their various services.
- Held bi-monthly meetings with Fox Valley Technical College business resource staff to discuss opportunities and employment needs of companies and discussed ways to troubleshoot these issues and connect FVTC staff as appropriate.
- Presented to multiple classes at the University of Wisconsin Oshkosh to talk about the skills and talents that local employers are demanding when hiring.
- Spoke to local high school groups regarding economic development, its local impact, current workforce needs and expectations, and what to expect post high school.
- Represent Oshkosh on the Poverty Outcomes Initiatives (POINT) task force to help nonprofit organizations take a more data driven approach to reducing poverty in our region.



- Partnered with the Oshkosh/Winnebago County Housing Authority to investigate opportunities to utilize either their facilities or partner with other organizations to create daycare options for second shift workers with young children.
- Serve on the Finance Committee for the Mideast Wisconsin Cerebral Palsy organization.
- Serve on the Winnebago County Transportation Committee to help employers find ways to assist their employees get to work who do not have a reliable transportation option.

Strategy Four: Greater Oshkosh EDC will provide the tools and resources to ensure that the greater Oshkosh area is prepared to address economic development opportunities.

- The GO-EDC Foundation, Inc., a 501(c)(3) charitable nonprofit organization, is continually focused on creating economic opportunity in distressed parts of Oshkosh, including removing blight, engaging in workforce development, and extending financial capital for businesses looking to invest or locate in such areas.
- Partner with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.
- Reviewed and approved covenant variances to allow six businesses to grow and expand in the Oshkosh community.
- Created a Greater Oshkosh Midyear Report – see <http://bit.ly/2iZlhuE>
- Made loan to 5GBenefits to help stimulate their second stage growth by adding new staff.
- I41 Corridor – Fond du Lac, Oshkosh, Fox Cities and Green Bay – hosted four site selectors from around the country in October 2016 to promote the I41 Corridor as a strong place to do business.
- Perform analysis on an ongoing basis related to area economic and employment trends.
- Organized and hosted a community perceptions event for the Village of Winneconne, in collaboration with the East Central Wisconsin Regional Planning Commission, to bring regional business and community leaders together to discuss how Winneconne can more effectively recruit businesses and where these businesses should locate.



Strategy Five: Greater Oshkosh EDC will be an innovative, flexible and entrepreneurial organization that provides results and value to stakeholders.

- Social media:
 - Facebook: 348 likes (51.9% increase over 2015)
 - Twitter: 233 followers (80.6% increase over 2015)
 - LinkedIn: 151 followers (38.5% increase over 2015)
 - YouTube: 6 subscribers (100% increase over 2015)
- Partnered and contracted with a marketing agency to continue to build brand awareness, reach new audiences, and communicate our message more effectively.
- Continually deliver the 'Week That Was' e-newsletter that goes out to 496 investors and partners
- Organization represented at our booth at the Oshkosh State of the City Event – March 21st, 2016 and the InDevelopment Conference – March 23rd, 2016.
- Inserted the Greater Oshkosh Midyear Report in 850 copies of *New North B2B Magazine*. The report was mailed to 500 contacts which included investors, business executives, and partners.
- Held Investor Event at the Waters for Investors/Key Stakeholders. Attendees received an update on the completed work for the first phase of the Department of Defense – Aviation Cluster Study.
- Held an End of Year Event at The Grand for Investors, Partners, Stakeholders, Media & Potential Investors. Event focused on central city redevelopment.
- Created a Redevelopment video for annual event - <http://bit.ly/2jELQX3>
- Run a monthly column and video on *The Northwestern* website about economic development happenings in Oshkosh. Conducted several radio, television and print media interviews.



Greater Oshkosh EDC Board of Directors

Kenneth Arneson, Evergreen

Brad Bauman, CliftonLarsonAllen

Thomas Castle, Castle Pierce Corporation, Chairman

Kristin Fassbinder, Bemis Healthcare Packaging

Mark Harris, Winnebago County

Elizabeth Hartman, Dempsey Law Firm

Wendy Hielsberg, Oshkosh Convention & Visitors Bureau

Steve Hoopman, First Weber Group

Matt Jameson, Jay Manufacturing Oshkosh, Inc.

Carol Karls, Wisconsin Public Service Corp.

Rob Keller, Town of Black Wolf

Melissa Kohn, Fox Valley Technical College

Erik Lampe, Oshkosh Corporation

Stan Leedle, Choice Bank

Andrew Leavitt, UW Oshkosh

Stan Mack II, Oshkosh Area School District

Jeremy Normington-Slay, Mercy Medical Center

Diane Penzenstadler, 44^o North Advertising & Design

Mark Rohloff, City of Oshkosh

Burk Tower

Pat Weston, C. R. Meyer and Sons

Bill Wyman, Oshkosh Area Community Foundation

Greater Oshkosh EDC Staff

Jason White, CEO

Audra Hoy, Director of Business & Economic Development

Kimberly Land, Communications & Research Coordinator

Amy Mehling, Office Assistant

Joe Norton, Research Intern



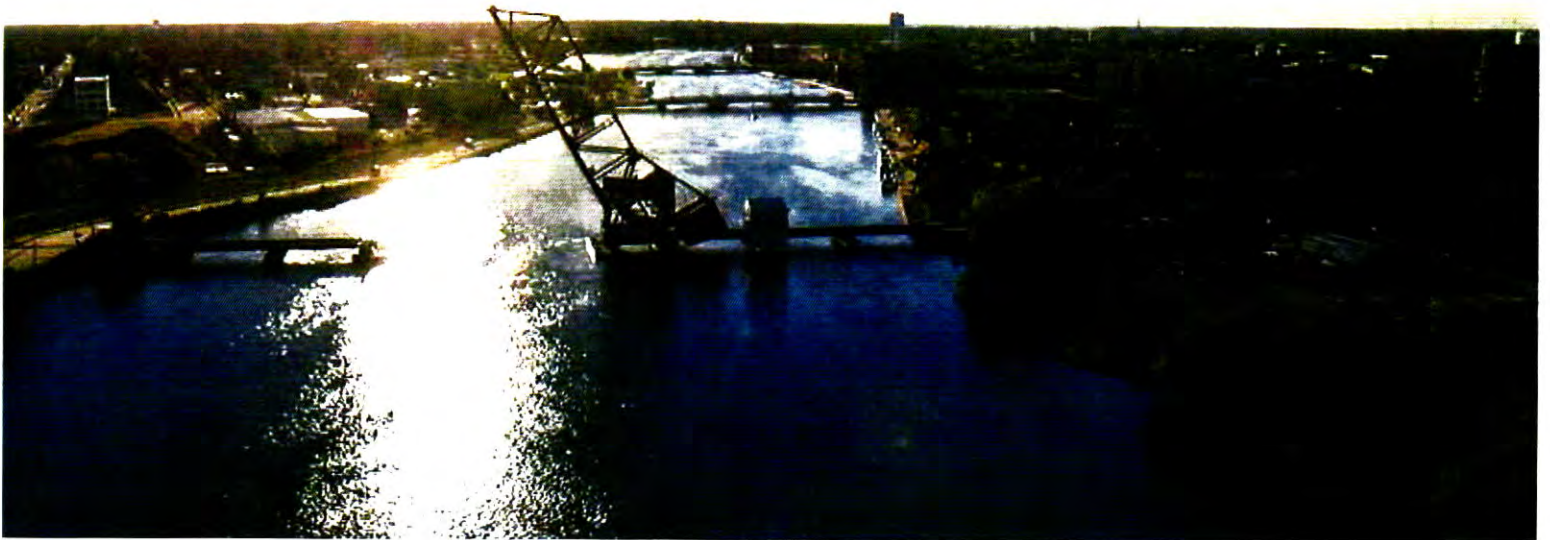
2017 Board of Directors

First Name	Last Name	Title	Organization	Email	Designee	Greater Oshkosh EDC Officer	Contact Phone Numbers
Kenneth	Afrazon	President/CEO	Evergreen	kenneth.afrazon@evergreenoshkosh.com	At Large		Office - (920) 237-2100 Cell Phone - (920) 420-2797 If you do not reach me in my office I do prefer text unless it requires a conversation. Cell Phone - (920) 203-6872
Brod	Baumann	Principal	Chilton/Anken	brod.baumann@cbacorresell.com	At Large	Vice Chair / Treasurer	
Tom	Castle	CEO	CastlePierce Corporation	tom@castlepierce.com	At Large	Chairman	Cell Phone - (920) 379-9390
Kristin	Fassbinder	Director of Human Resources	Bemis	KFassbinder@Bemis.com	At Large		Office - (920) 527-3500 Cell Phone - (920) 233-1327
Mark	Hans	County Executive	Winnebago County	mhans@co.winnebago.wi.us	Winnebago County		
Elizabeth	Hariman	At Homey	Dempsey Law	harimane@uwosh.edu	At Large		Cell Phone - (920) 21-69353
Wendy	Heiberg	Executive Director	Oshkosh Convention & Visitors Bureau	wendy@oshkosh.com	Oshkosh Convention & Visitors Bureau		Office - (920) 303-9270 Cell Phone - (920) 379-6273
Steve	Hoopman	Realtor	First Weber Realty	Hoopman@firstweber.com	First Weber Realty		Office - (920) 233-4184 Cell Phone - (920) 216-1083
Matthew	Jamison	President/COO	Jay Manufacturing Oshkosh, Inc.	matt@jaymfg.com	At Large		Office - (920) 235-1770 ext. 30 Cell Phone - (920) 642-3095
Carol	Katz	Manager- Business & Community Development	Wisconsin Public Service Corporation	carol.katz@wiscpublicservice.com	Wisconsin Public Service Corporation		
Rob	Keller	Town Administrator	Town of Black Wolf	rob@townofblackwolf.com	Town of Black Wolf		Cell Phone - (920) 379-0717 Home Phone - (920) 665-2346
Melissa	Kohn	Oshkosh Campus Administrator	Fox Valley Technical College	skohn@fvtec.edu	Fox Valley Technical College		Cell Phone - (920) 216-2526
Erk	Lampe	VP Business Development	Oshkosh Corp	erklampe@oshkosh.com	At Large		Cell Phone - (920) 379-1625 Office - (920) 266-5613
Andrew	Leavitt	Chancellor	UW Oshkosh	leavitt@uwosh.edu	UW Oshkosh		Cell Phone - (920) 216-3338 Text messages preferred
Stan	Lesede	Executive Vice President & Chief Credit Officer	Choice Bank	stan.lesede@choicebank.com	At Large		
Stan	Macrill	Superintendent	Oshkosh Area School District	stanmacrill@oshkosh.k12.wi.us	Oshkosh Area School District		Office - (920) 424-0428 Cell Phone - (920) 279-7473
Jeremy	Narrington-Slay	President	Mercy Medical Center	jnarrington@mercyhealth.org	At Large		Office - (920) 223-0504 Cell Phone - (920) 509-0120 often no reception while in hospital.
Diane	Penzenstadler	President/Owner	42° North Advertising & Design	diane@42north.com	At Large		
Mark	Ponkoff	City Manager	City of Oshkosh	mponkoff@oshkosh.wi.us	City of Oshkosh		Office - (920) 236-5002 Cell Phone - (920) 850-9282
Burk	Tower			btower@uwosh.edu	At Large		
Pat	Weston	Project Manager / Business Development	C.R. Meyer & Sons	patweston@crmeys.com	C.R. Meyer & Sons		Cell Phone - (920) 379-9745 Office - (920) 235-3350
Bill	Wyman	President & CEO	Oshkosh Area Community Foundation	bill@wyman56@gmail.com	At Large		Cell Phone - (920) 426-3993 Home - (920) 426-1116



GREATER
OSHKOSH  **ECONOMIC
DEVELOPMENT
CORPORATION**

2016 MIDYEAR REPORT



LETTER FROM THE CHAIRMAN

This past year I assumed the role of Board Chairman for the Greater Oshkosh Economic Development Corporation. This organization has a special place for me as a multi-generational family business owner and a lifelong Oshkosh resident. Greater Oshkosh EDC was birthed as a private-public model for economic development inclusive of many of the organizations that support our community's growth. Those organizations were a part of the founding board of directors.



Greater Oshkosh EDC was many years in the making, but is still in its second year. That so many businesses, organizations and governmental entities stepped up to support Greater Oshkosh EDC in our early stages shows that our community desired to have an organization such as this dedicated to helping our businesses grow and compete for new capital investment.

"Oshkosh" is internationally recognized for excellence and quality, and Greater Oshkosh EDC carries that same commitment on behalf of our area. Our board is invested in the values and vision of Greater Oshkosh EDC and supports the great work of our staff in performing the organization's mission.

I would like to encourage the businesses and communities of the Greater Oshkosh region to connect with our staff anytime.

Tom Castle, Chairman
Greater Oshkosh Economic Development Corporation

LETTER FROM THE CEO

When I joined Greater Oshkosh EDC as Chief Executive Officer in April 2015, the board presented me with the charge and responsibility of building an organization that is connective, collaborative, and creates meaningful economic impact.



Over the past year, we have hit the ground running and in a short amount of time have positioned ourselves as an agent of positive change. We pride ourselves on assisting our established businesses expand their footing and helping new businesses find their footing.

Our professional team has a solid portfolio of companies that we work with – from early stage, to existing companies, to interested prospects. Coupled with a great location in the Fox Valley, to perhaps our strongest asset – our businesses and workforce – Oshkosh is well-positioned for long-term success. Oshkosh stands at an exciting precipice. From redevelopment in our central city, expansion of businesses in greater Oshkosh, our strengthening business climate, and our continual focus on regionalism - all these are creating a greater Oshkosh like we have never seen.

We are excited here at Greater Oshkosh EDC and we look forward to working with our partners and businesses to continue to create meaningful economic impact and bring visions to reality.

Jason E. White, President and CEO
Greater Oshkosh Economic Development Corporation

OSHKOSH-NEENAH MSA

DEMOGRAPHICS

171,238

2016 Population

92,175

Total Labor Force
Source: LocalEconWI

\$54,067

Median Household Income
Source: LocalEconWI

5.2%

Increase in Average Hourly Earnings From July 2015 - July 2016.
Source: Bureau of Labor Statistics

40%

Percent of Population Under 30 Years Old

6th

Biggest MSA in the State (out of 12)

37.7%

Residents Have a Post-Secondary Degree
Source: LocalEconWI

37.3

Median Age

7,372

Total Companies
Source: Hoover's Dunn & Bradstreet

69

Total Oshkosh-Neenah Companies that Export
Source: Hoover's Dunn & Bradstreet



Wittman Regional Airport is the 3rd busiest airport in the state
Source: Air-Traffic Activity System (ATAOS)

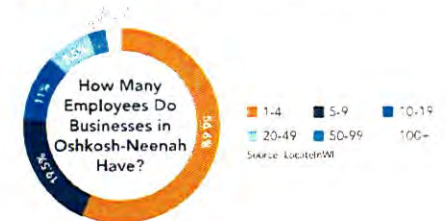
EMPLOYMENT

Oshkosh-Neenah MSA has consistently had a lower unemployment rate than Wisconsin and the U.S.

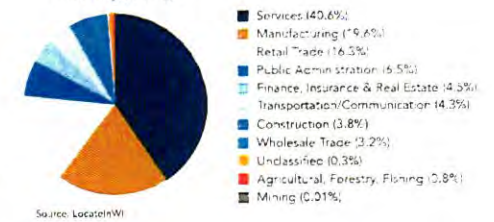
2016 Unemployment Rate Trends



87.1% Businesses in the Oshkosh-Neenah MSA have 19 employees or less



Total Employees by Industry (2016)



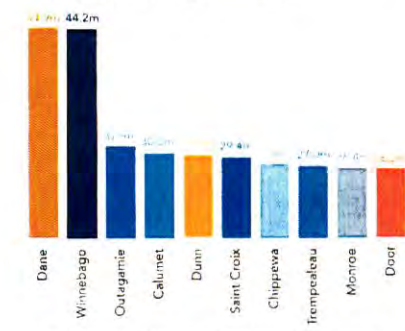
\$63,651

Of all Wisconsin counties associated with a MSA, Winnebago County ranked 3rd in average annual pay for the manufacturing sector in 2015

Source: WI Department of Workforce Development

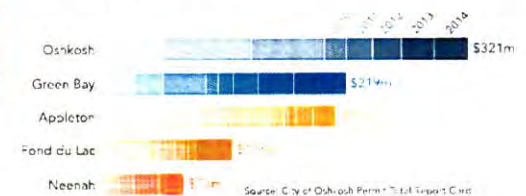
INVESTMENTS

Winnebago County ranks 2nd in Wisconsin for places with the most incoming investments.



47 Oshkosh-Neenah MSA companies have \$50 million+ in sales.

From 2007 - 2014, Oshkosh led the region in new commercial construction values by more than \$100 million. In 2015, the City of Oshkosh issued 5,212 construction permits that had a total valuation of \$90,128,617 (includes commercial & residential).



GREATER OSHKOSH EDC PROJECT PORTFOLIO & INITIATIVES

PROJECT PORTFOLIO

In 2016, we have placed an emphasis upon facilitating growth and creating wealth through the following ways: attending to the needs, issues and opportunities of existing employers in the Greater Oshkosh community; marketing our aviation, business and industrial parks; managing a portfolio of revolving loan funds to assist with business capitalization; collaborating with workforce partners to develop a pool of individuals with high-demand skills and talents; and, driving development into redevelopment and economic distress areas.

Business Visits To Date in 2016:

83

Prospect Site Visits In The Last 120 days:

9

Completed Projects:

10

New Jobs: **287** Retained Jobs: **916**

Capital Investment: **\$25,175,000**

*January 2015 - 2016

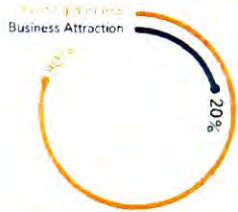
Open Projects:

28

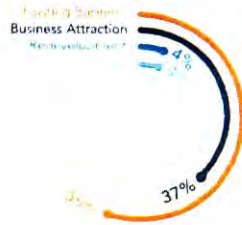
New Jobs: **774** Retained Jobs: **759**

Capital Investment: **\$308,500,000**

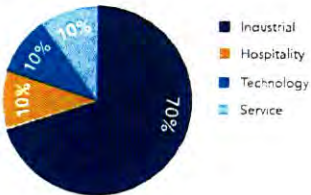
Completed Projects By Type:



Open Projects By Type:



Completed Projects By Sector:



Open Projects By Sector:



INITIATIVES

Greater Oshkosh Capital Catalyst

In early 2016, Greater Oshkosh saw an opportunity to continue to contribute to the great entrepreneurial programs and growth in Oshkosh. Thanks to a matching award by WEDC of \$125,000 and a reallocation of \$125,000 from the City of Oshkosh's Revolving Loan Fund, Greater Oshkosh was able to develop a \$250,000 Capital Catalyst Fund with available funding just for startups. This funding is specifically focused on high technology growth sectors (aviation/aerospace, advanced manufacturing, IT, medical).

Aviation Business Park

In early 2013, a joint venture by Winnebago County and the City of Oshkosh began the physical development of an aviation business park adjacent to Wittman Regional Airport with the aim of bringing a variety of aviation businesses to Oshkosh and the surrounding region. Infrastructure has now been installed and the Park is open for business.

The acquisition of the 80-acre property as a future aviation business park was consistent with a comprehensive plan developed by the City of Oshkosh in 1973 marking the land east of the airport for future industrial development. Over a ten-year period, the development of the park is projected to spur over \$73 million annually in additional economic activity in Winnebago County and supply 250-500 more jobs to the area.

Greater Oshkosh Revolving Loan Fund

Greater Oshkosh continues to manage the City of Oshkosh's \$2.5M Revolving Loan Fund. This fund allows Greater Oshkosh to assist in filling gaps in financing that businesses may need to grow their business in Oshkosh. To date, Greater Oshkosh has loaned \$100,000 to Oshkosh businesses, which added or retained half a dozen jobs in Oshkosh.

The property is subdivided into two halves: the western portion belonging to the county will be leased and have taxiway accessibility. The eastern half is owned by the city and those parcels will be available for purchase.



Initiative 41

In response to Oshkosh Corporation layoffs, in December of 2013, the East Central Wisconsin Regional Planning Commission (ECWRPC) applied for and received funding from the Department of Defense - Office of Economic Adjustment (DoD-OEA). The Oshkosh Region Defense Industry Diversification Initiative (ORDIDI) used the DoD-OEA funds to undertake studies of specific initiatives aimed at assisting in the growth and expansion of new industry clusters to create an economy more resilient to change in federal defense spending.

Over the course of two and a half years, ECWRPC received a total of \$2 million from the DoD-OEA

to support ORDIDI (currently known as Phase I) recommendations that further regional economic diversification and resiliency. Recently, the Wisconsin Economic Development Corporation (WEDC) received an additional \$3.1 million in funds from DoD-OEA to continue addressing critical needs discovered during Phase I by carrying out specific recommendations for aerospace cluster development; recruiting, retaining and developing talent; and promoting and building regional capacity around the I-41 Corridor. This second phase of funding, known as Initiative 41, consists of the area between Fond du Lac and Green Bay along Interstate 41.

GO-EDC Foundation, Inc.

Recognizing that economic opportunity often has imbalances in a community, Greater Oshkosh EDC established a charitable foundation in 2015 with the purpose of enhancing areas of economic distress and combat poverty in such areas. These areas specifically include Oshkosh's inner core, downtown and redevelopment areas that have received a designation of 'slum and blight' or 'economic distress' by a state or federal governmental agency, or the city. The Foundation is complementary to existing community efforts to

strengthen neighborhoods. The Foundation's specific objectives within areas of economic distress include: facilitating the creation and extension of financial capital to businesses who wish to locate in a distressed area or hire individuals residing in such areas; restore blighted properties to a more productive economic use; and, raise the standard of living through the creation of better paying jobs and forming collaborations with partners who offer workforce development assistance, training, or education.

INVESTORS

FOUNDERS CLUB



DIAMOND



PLATINUM



GOLD



SILVER

- Baker Tilly Virchow Krause
- Evergreen
- Verve
- Bank First National
- Bergstrom
- CliftonLarsonAllen
- Blended Waxes
- Hoffmaster
- Best Western Premier Waterfront Hotel & Convention Center
- Stratagraph
- Town of Algoma

BRONZE

- First National Bank Fox Valley
- Festival Foods
- Oshkosh Northwestern
- Fox Valley Savings Bank
- ImproMed
- US Bank
- Strang, Patteson, Renning, Lewis & Lacy
- BMO Harris Bank
- Lee Beverage
- Thomas James Real Estate
- TR Karrels & Associates
- Quill Creative
- Blue Door Consulting
- Reff, Baivier, Berminiham & Lim
- Village of Winneconne
- The Sullivan Group
- Marvel Manufacturing
- Valley Express
- Sonex
- New North B2B
- Barr Inc.
- Sadoff Iron & Metal
- Oshkosh Coil Spring
- EAA
- Omni Glass & Paint
- Schenck

ASSOCIATE

- Lakeside Plastics
- Lakeside Packaging Plus
- Town of Utica
- First Business Bank
- Richards Insurance
- Basler Turbo Conversions
- SMC Metal Fabricators
- Choice Bank
- The Paine
- Wipfli

IN-KIND CONTRIBUTORS

- 4imprint
- 44° North Advertising & Design
- Fox Valley Technical College
- Blue Door Consulting
- Oshkosh Country Club
- Dempsey Law Firm
- The Grand Opera House
- Paradime Media

BOARD OF DIRECTORS

- Ken Arneson, Evergreen
 Brad Baumann, CliftonLarsonAllen, (Vice Chair)
 Tom Belter, National Exchange Bank and Trust
 Tom Castle, CastlePierce Corporation, (Chair)
 Sue Drexler, Town of Algoma
 Kristin Fassbinder, Bemis Healthcare Packaging
 Mark Harris, Winnebago County
 Elizabeth Hartman, Dempsey Law Firm
 Wendy Hielsberg, Oshkosh Convention & Visitors Bureau
 Steve Hoopman, FirstWeber
 Matt Jameson, Jay Manufacturing Oshkosh, Inc.
- Carol Karls, Wisconsin Public Service
 Melissa Kohn, Fox Valley Technical College
 Erik Lampe, Oshkosh Corporation
 Andy Leavitt, UW Oshkosh
 Stan Leedle, Choice Bank
 Stan Mack II, Oshkosh Area School District
 Jeremy Normington-Slay, Mercy Medical Center
 Diane Penzenstadler, 44° North Advertising & Design
 Mark Rohloff, City of Oshkosh
 Burk Tower
 Bill Wyman, Oshkosh Area Community Foundation

EDC STAFF



Jason White
President & CEO



Audra Hoy
Director of Business & Economic Development



Kimberly Maedke
Communications & Research Coordinator

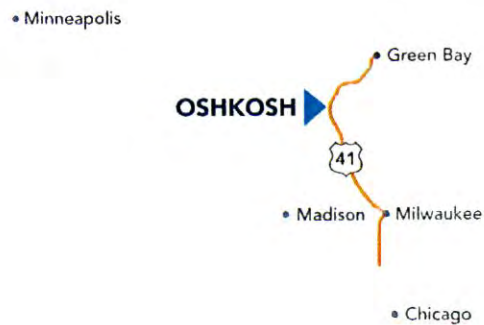


Amy Mehling
Office Assistant



Joe Norton
Research Intern

SUCCESS FOLLOWS WHERE CHARACTER LEADS



Greater Oshkosh Economic Development Corporation

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www.greateroshkosh.com





Request: \$5,290.00

OSHKOSH CHAMBER OF COMMERCE

ADVOCACY COMMUNITY DEVELOPMENT LEADERSHIP

January 17, 2017

Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Dear Jerry:

Per your letter relating to the County's Per Capita funding program designating the Oshkosh Chamber of Commerce as the recipient of funds from the Towns of Algoma and Oshkosh the following outlines our intended use of these funds. The Town of Algoma allotment is for a total of \$3,905 and the Town of Oshkosh allotment of \$1,385.

Intended Use of Funds

This funding will be utilized to support ongoing activities relating to accomplishing our economic development objectives and more specifically our prospect development efforts. The Oshkosh Chamber economic development staff works with over 500 clients that includes up to 150 business cases on an annual basis. These clients require specific economic development staff support relating to site selection, market analysis, business plan counseling, business financing support, and demographic informational needs.

Scope and Objective

Our program focuses on a number of key economic development components to accomplish its objectives including:

- **Business Attraction**
- **Existing Business Development**
- **Marketing and Promotion**
- **Entrepreneurship**
- **Regional Partnerships**
- **Workforce Development**

Our economic development staff attends trade shows, along with the Site Selector's Guild annual conference to market our area, provides access to incentives and other business financing programs, manages Winnebago County's CDBG Revolving Loan Fund and the Oshkosh Area Economic Development Corporation's (OAEDC) Small Business Revolving Loan Fund, manages and supports a number of targeted industry cluster initiatives including Information Technology (Amplify Oshkosh), Advanced Manufacturing, and Workforce Development.

A Five Star Accredited Chamber of Commerce

We also work closely with regional and statewide partners such as New North, Inc., the Fox Valley Workforce Development Board, Inc., the Northeast Wisconsin Regional Economic Development Partnership (NEWREP), the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Economic Development Association (WEDA), and most recently the I-41 Corridor Partners to deliver needed resources to area businesses. Our overarching goals are to expand the local tax base and create jobs. Our area has been a leader in the region in new construction and low unemployment rates. See attached.

Proposed Budget

The Oshkosh Chamber economic development budget for 2017 is \$184,670. Attached is a copy of the economic development section of our 2017 Program of Work and related Budget. This outlines specific activities that the Oshkosh Chamber plans to implement, along with economic and business development services provided.

Prior Year's Use of Funds

Attached is a copy of the Oshkosh Chamber annual report of economic and business development activities for 2016.

Should you need additional information, please feel free to contact me directly at 920-303-2265, extension 14.

Sincerely,



Rob P. Kleman
Senior Vice President, Economic Development
Oshkosh Chamber of Commerce

**OSHKOSH CHAMBER ECONOMIC DEVELOPMENT
2016 YEAR END REPORT
FISCAL YEAR (October 2015 – September 2016)**

Drive Business Attraction through Further Development of External Marketing Mechanisms

- Continued to lead and coordinate the activities of Amplify Oshkosh and assisted in the continued development of the Amplify brand. Built the Amplify Consortium to 35 members and coordinated 12 Amplify Consortium meetings. 99 meetings were coordinated by Chamber staff relating to Ideas Amplified events, the InnovateIT event and other sub-committee activities.
 - Led the coordination and planning for seven Ideas Amplified events. Secured \$1,500 in sponsorships for each of the seven events and coordinated venues and speakers for the events.
 - October 2015
 - Sponsor - BMO Harris Bank
 - Speaker - Tina Schuelke, Change Management Communications Center (CMCC)
 - Location - The Paine
 - November 2015
 - Sponsor - UW Oshkosh
 - Speaker - Cindy Enli, J.J. Keller & Associates
 - Location - UW Oshkosh AWCC
 - January 2016
 - Sponsor - The Waters
 - Speaker - Dr. David Gundlach, Oshkosh Area School District
 - Location - The Waters
 - March 2016
 - Sponsor - UW Oshkosh
 - Speaker - IT Users Panel – Greg Levenhagen, Michelle Schuler, Jay Esty, Bob Schommer
 - Location - UW Oshkosh AWCC
 - April 2016 Amplify Celebration Event
 - Location - Best Western Premier
 - May 2016
 - Sponsor - Oracular
 - Speaker - John Kreul, Bemis
 - Location - Paine Art Center & Gardens
 - September 2016
 - Sponsor - Bank First National
 - Speaker - Paul Hager, IT Pro's
 - Location - Fox River Brewing Company & Taproom

- Successfully coordinated the 2015 Amplify WorkIT event that took place on November 17, 2015 at the Oshkosh Convention Center. Secured cash and in-kind sponsorships for the event. Secured 22 cash sponsors and an additional 12 in-kind contributors. Secured keynote speaker and nine panelists for the business and education panels. Also coordinated event logistics and venue. Attendance was 230 people exceeding the Y1 goal of 150 people.
- Began coordination of the 2016 Amplify InnovateIT event that was scheduled for November 15, 2016 at the UW Oshkosh Alumni Welcome and Conference Center. Secured cash and in-kind sponsorships for the event. Secured 16 cash sponsors and an additional 12 in-kind contributors. Secured keynote speaker and six additional presenters including Microsoft. Also coordinated event logistics and venue.
- Established new Amplify committees including: Website and Social Media; and Fundraising. Continued to coordinate existing committee efforts including: Marketing and Events; Skills and Talent; and the broader Amplify Consortium committee. Reformulated the Skills and Talent Committee to include a broader representation from business and education partners.
- Continued to represent Amplify at the Northeast Wisconsin IT Alliance meetings.
- Began work with attorney on the trademarking of the Amplify name.
- Began work with Stellar Blue and Oracular on the redevelopment of the Amplify website which will be rolled out in Q1 of 2017.
- Attended the ICSC Global Real Estate Trade Show in Las Vegas in May of 2016.
 - Developed 30 new contacts through individual efforts
 - Five site visits were conducted as a result of these efforts
 - One prospect has toured numerous sites in Oshkosh
 - 11 meetings with local developers and interested commercial prospects were held during the two day period
 - Met with officials from Horizon Group
 - Assisted local developers with a number of tenant and site related meetings
 - Met with officials from Sandor Development who owns Oshkosh Center II
 - Discussed opportunities in Oshkosh with retailers/restaurants including Moe's, Panda Express, Jersey Mikes, KFC , Popeyes, McAlisters, Save A Lot, Chipotle, CVS, Toys R Us
 - Attended Mid-America Developer reception
 - Called on reps from a number of national real estate firms including Mid-America Real Estate, Commercial Property Associates, CBRE, and other site selectors regarding opportunities in Oshkosh. These firms represent most Big Box retailers in the marketplace.

- Met with Buxton Company regarding retail marketing opportunities for Oshkosh.
 - Met with Broad Reach Retail Partners, a national firm specializing in commercial real estate acquisitions.
- Attended the 5th Annual Site Selectors Guild in Nashville in February 2016 to promote opportunities in Oshkosh to 36 of the world's leading site selectors. Attended networking reception along with site selectors and WEDC staff designed to establish relationships with site selectors.
- Attended the annual Commercial Association of Realtors of Wisconsin event in Milwaukee in April of 2016.
 - Over 300 developers and real estate professionals from Wisconsin in attendance
 - Three meetings relating to Oshkosh developments from this event
- Assisted or managed the response of 118 business cases and held over 350 meetings relating to these cases.
 - 64 qualified business prospects developed
 - 15 project wins
 - 33 site tours provided
 - 312 new jobs created
 - 622 jobs retained
 - \$24.7 million in new capital investment
- Managed the vacant Building and Sites database located at www.oshkoshchamber.com. Increased the number of listed properties from 176 to 211. Completed a market update in the summer of 2016.
- Continued very successful monthly "Taking Care of Business" Promotional Radio Show and held 12 shows throughout the year with various guests.
- Continued to work closely with the Masters Group regarding their purchase and redevelopment plans for the Aviation Plaza site. Masters purchased the site in October 2013. Chamber staff is currently working with the Masters Group on the potential for development on the site. A number of meetings have been held between chamber staff, Masters Group and potential investors. Five phone conferences were held with Masters Group throughout the year.
- Continued to communicate with major retail/commercial tenants regarding the potential purchase of various high impact commercial sites in the Oshkosh area.
- Conducted bi-monthly meetings with Oshkosh Northwestern reporter to communicate economic/business development programs and successes. Many items that we discuss with the reporter appear in his Sunday "Streetwise" column. Also submitted four economic development related articles that were published in the Oshkosh Northwestern.

- Continued partnership with the Interstate 41 Corridor partners. Participated in eight meetings including planning meetings relating to organizational structure and coordination of the I-41 Corridor Familiarization Tour. The Oshkosh Chamber contributed \$5,000 to the I-41 effort in 2016.
- Participated in the coordination of the inaugural I-41 Marketing Collaborative Site Selector “Familiarization Tour” with representatives from Green Bay, Fox Cities, Fond du Lac and the New North. Activities included:
 - Regional Business Tours,
 - CEO and Business Services Panels
 - Helicopter Tours
 - Receptions, Public Debrief, Packer/Bear game

Support Existing Business Development Efforts

- Continued to provide day to day support for existing Oshkosh companies.

Foster Local Entrepreneurial and Emerging Business Development Projects

- Assisted 55 start-up business cases.

Provide Incentives and Resources for New and Existing Businesses

- Continued marketing and loan servicing activities relating to the Winnebago County Industrial Development Board’s (IDB) CDBG-RLF program per the Oshkosh Chamber’s agreement with Winnebago County. This included the collection of financial statements and insurance documents, on-site visits and other servicing requirements for IDB loan clients.
- Closed a \$400,000 IDB CDBG loan with the Outlook Group Corp. in the Town of Menasha in December of 2015 to facilitate capital investment in equipment. The loan leveraged \$2 million in private investment and the creation of up to 25 new jobs.
- Finalized details with WEDC regarding a \$1.3 million State tax credits award for Silver Star Brands. The project helped facilitate the purchase of Native Remedies, an internet retailer. This will ultimately result in the creation of up to 47 new jobs in Oshkosh. Chamber staff coordinated and facilitated discussions regarding the tax credit application and with Silver Star Brands and WEDC.
- Assisted in finalizing State tax credits through WEDC for ECM Holdings/BES Systems for the expansion of their business in Oshkosh. This business ultimately relocated to the Southwest Industrial Park from N. Main Street. This will result in the creation of up to 50 new jobs in Oshkosh. Chamber staff helped facilitate discussions regarding the tax credit programs with ECM/BES and WEDC.

- Assisted the developer of the Beech Building project (240 Algoma Blvd, LLC) in securing State historic tax credits of \$526,636. Chamber staff facilitated three separate meetings between WEDC staff and the developer and assisted the developer with the application and submittal process. The Beech Building project will add 22 new adaptive reuse apartments in downtown Oshkosh and will include the addition of Co-Working space as well as a new coffee shop (The Grind).
- The Oshkosh Chamber closed a \$25,000 RLF loan with Home Care Assistance in December 2015 for the establishment of their new non-medical home health care business at 1092 S. Koeller Road. This loan leveraged \$145,000 in private investment and will result in the creation of up to 50 new jobs.
- In 2016, the OAEDC RLF leveraged \$145,000 in new private sector investment and assisted in the creation of up to 50 new jobs.
- Since its inception in 2004 the OAEDC RLF has closed 26 loans, leveraged \$5.9 million in private investment and created or retained 250 jobs in the Oshkosh area.
- Continued loan servicing activities for 11 existing OAEDC RLF loan clients.

Organizational

- Helped to secure over \$50,000 in commitments from 75 individual contributors relating to the Oshkosh Chamber's private economic development fund drive.
- Coordinated six bi-monthly Oshkosh Chamber Economic Development Advisory Council meetings. Increased meetings from quarterly to bi-monthly in 2016.
- Organized and coordinated two Economic and Business Development Investors Breakfast meetings. The first featured Mark Hogan, CEO of the Wisconsin Economic Development Corp. (WEDC) on November 19, 2015, the second featured Wilson Jones, CEO of Oshkosh Corporation on April 26, 2015. Attendance was over 60 at each event.
- Continued management and direct oversight of the Downtown BID Manager.
- Senior VP of Economic Development was elected to a 3 year term on the Wisconsin Economic Development Association (WEDA) Board of Directors in February 2016.
- Represented the Oshkosh Chamber and Oshkosh community at 43 separate meetings as a member of the WEDA Board, WEDA Legislative Committee, WEDA CEDA Awards Committee, NEWREP Board of Directors, New North IT Alliance and the I-41 Collaborative Marketing Group among others.

Oshkosh Chamber of Commerce

2017 Program of Work

Department: Economic Development

Drive Business Attraction through Development of External Marketing Mechanisms

- Coordinate the activities of the Amplify Oshkosh Information Technology Committee relating to the Oshkosh Targeted Business and Industry Cluster Study.
 - Hire a dedicated full-time staff person who will focus efforts on Amplify Oshkosh programs and activities
 - Provide administrative and coordination activities for the Amplify INNOVATE IT conference that is scheduled for October 20, 2016
 - Provide administrative and coordination activities for six Ideas Amplified speaker/networking series throughout the program year
 - Provide support and coordination activities for the Amplify Skills and Talent, Marketing and Events, and Website/Social media committees.
 - Assist and support Amplify fundraising activities
 - Attend, support and participate in Northeast Wisconsin IT Alliance initiative
- Continue to build strong corporate real estate relationships via continued participation at the annual ICSC Spring RECON event and regional real estate deal making events in Chicago and Milwaukee. Make 10 new solid retail/brokerage contacts for Oshkosh.
- Participate in the CARW (Commercial Association of Realtors of Wisconsin) activities.
- Attend and participate in the Site Selectors Guild annual conference scheduled for March 2017.
- Be an active partner in the I-41 Corridor partner network that includes representatives from the Green Bay Chamber, Fox Cities Chamber, Fond du Lac County Economic Development Corp., New North, and GOEDC.
- Support and participate in the I-41 Corridor Partner regional "Familiarization Tour" that is scheduled for October 19-20, 2016.
- Work with our partners at GOEDC and the city to coordinate the Annual Insight InDevelopment real estate event for Oshkosh in March 2017.
- Respond to 500 Oshkosh business/client inquiries.
- Assist over 150 business cases.
- Continue to coordinate the use of the ESRI information software for economic development clients.
- Continue the Oshkosh Chamber's web-enabled building and sites database.
- Coordinate economic development advertising programs in appropriate publications.

Support Existing Business Development Efforts

- Continue to provide support and assistance to existing Oshkosh area companies.
- Support and participate in making calls relating to the Oshkosh Business Retention and Expansion Program that is being coordinated by GOEDC.
- Continue to be an active member of the 18 County Northeast Wisconsin Regional Economic Partnership (NEWREP) as the Chamber Senior V.P. of Economic Development will be serving as NEWREP Board Chair in 2017.
- Continue to be an active member of the Wisconsin Economic Development Association (WEDA) and continue Senior VP of Economic Development efforts as a member of the WEDA Board, Legislative Committee and Chairmanship of the Wisconsin Economic Development Institute Board of Directors.

Foster Local Entrepreneurial and Emerging Business Development

- Lead the coordination activities of the Oshkosh Business and Industry Targeted Study recommendations relating to Entrepreneurship and engage other partners including GOEDC, SBDC, Venture Center, Business Success Center, Family Business Forum and others partners.
- Create a welcoming environment for entrepreneurs; start-up businesses and emerging businesses so that individuals interested in developing a business have the resources and tools available to do so.
- Continue to provide direct consultative services to 100 entrepreneurs, start-ups and emerging businesses.

Encourage Growth and Expansion of High Wage/Family Sustaining Jobs

- Continue to lead efforts for Amplify (IT) and Workforce/Talent Development Initiatives.
- Continue to provide staff support to the Oshkosh Manufacturing Alliance.
- Continue to provide support to the Oshkosh Workforce/Talent Development committee.
- Work closely with the Fox Valley Workforce Development Board regarding workforce development initiatives for Oshkosh based companies and employees.
- Work with the Fox Valley Workforce Development Board on rapid response projects pertinent to Oshkosh.

Provide Incentives and Resources for New and Existing Businesses

- Ensure that “gap” financing is available for new and existing businesses to foster investment and job growth.
- Continue to administer the OAFDC Revolving Loan Fund.
 - Work with RLF Committee to develop a plan to further capitalize the fund
- Continue administration of the Winnebago County Industrial Development Board’s

(IDB) CDBG-RLF program per agreement with Winnebago County.

- Coordinate marketing, assist with loan applications, loan review committee meetings, loan documents, monitoring loan payments, monitoring loan recipient financial status, monitoring fund balance, and other reporting requirements for OAEDC and IDB programs.
- Work closely with the Wisconsin Economic Development Corporation (WEDC), WHEDA, DOA, and other state and federal sources that can provide support and assistance to Oshkosh area companies

Organizational

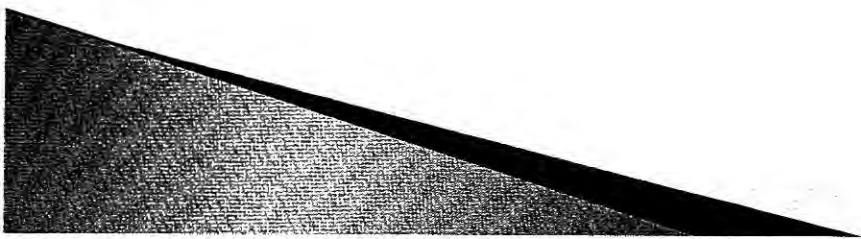
- Continue to coordinate the Oshkosh Chamber's Economic Development Advisory Council meetings.
- Ensure that the Oshkosh Chamber has the resources to provide sustained leadership in economic development in Oshkosh and the surrounding area and to be a collaborative partner with other economic development partners in an effort to provide exceptional results.
- Investigate additional funding sources including grant opportunities that will support the Oshkosh Chamber's economic development efforts.
- Continue to support the activities of the Downtown Oshkosh Business Improvement District (BID).
 - Support and Promote activities relating to the City's recently completed Downtown Parking Study and Imagine Oshkosh Downtown Action Plan.
- Provide office space and administrative support to the BID.
- Monitor the progress of economic development program activities, deliverables, metrics and tactics through the Oshkosh Chamber's Economic Development Advisory Council.
- Organize quarterly investor progress update events to communicate the results of Chamber economic development activities.
- Conduct annual economic development fund-drive with the goal of raising \$50,000.
- Continue coordination of the monthly Oshkosh Chamber "Taking Care of Business" promotional radio show.
- Continue to author monthly economic development article for the Oshkosh Northwestern.

DOR New Commercial Constructio

Total New Construction: Commercial									
	2007	2008	2009	2010	2011	2012	2013	2014	2015
Eau Claire	\$42,000,000	\$48,526,900	\$61,308,400	\$26,600,000	\$19,266,900	\$24,967,700	\$27,190,000	\$29,680,500	\$47,630,000
Oshkosh	\$54,737,800	\$77,866,300	\$62,378,100	\$19,284,600	\$21,931,500	\$25,079,800	\$30,525,700	\$30,110,800	\$11,710,000
Appleton	\$39,188,400	\$45,868,500	\$18,868,800	\$46,840,900	\$13,248,100	\$9,697,600	\$16,506,200	\$20,169,200	\$19,890,000
Green Bay	\$31,546,400	\$26,573,800	\$37,899,000	\$8,769,600	\$11,799,800	\$21,085,300	\$32,733,300	\$49,191,600	\$35,920,000
La Crosse	\$27,177,600	\$26,169,200	\$35,010,900	\$21,942,400	\$21,632,200	\$25,282,600	\$12,559,500	\$11,544,900	\$19,690,000
Fond du Lac	\$14,331,800	\$25,402,500	\$11,398,700	\$14,855,600	\$8,653,800	\$2,234,900	\$5,808,500	\$33,746,300	\$28,850,000
Sheboygan	\$25,328,200	\$26,411,200	\$15,342,800	\$7,778,900	\$7,781,700	\$23,109,400	\$6,411,800	\$4,244,300	\$8,550,000
Neenah	\$4,830,000	\$7,078,500	\$13,818,000	\$21,009,500	\$1,379,500	\$4,335,900	\$18,685,600	\$2,113,000	\$2,280,000

DOR New Industrial Construc

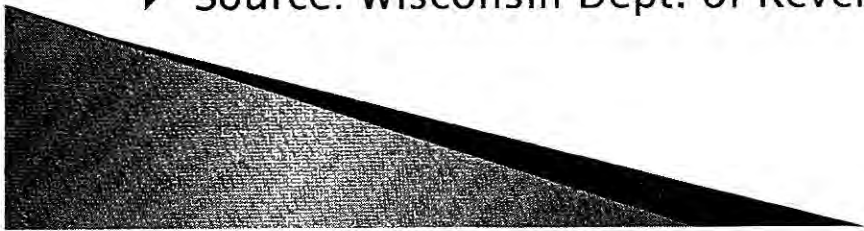
Total New Construction: Industrial									
	2007	2008	2009	2010	2011	2012	2013	2014	2015
Green Bay	\$4,112,900	\$15,121,200	\$10,371,300	\$7,535,500	\$5,415,200	\$7,836,500	\$11,170,700	\$9,277,300	\$3,000,000
Oshkosh	\$15,405,100	\$9,652,500	\$2,304,800	\$1,887,000	\$8,098,800	\$2,917,900	\$5,749,600	\$2,889,100	\$1,000,000
Neenah	\$7,336,900	\$6,189,200	\$3,336,200	\$643,800	\$2,564,700	\$2,589,600	\$8,466,800	\$16,072,000	\$3,000,000
Eau Claire	\$5,869,700	\$1,241,400	\$1,905,300	\$7,528,400	\$2,274,100	\$13,277,400	\$8,452,300	\$3,415,200	\$1,000,000
La Crosse	\$878,900	\$5,221,200	\$1,697,300	\$1,170,500	\$2,654,700	\$1,544,900	\$3,566,700	\$16,828,800	\$16,000,000
Fond du Lac	\$1,640,100	\$3,692,900	\$1,418,300	\$2,239,000	\$2,110,300	\$3,432,700	\$10,619,300	\$9,028,300	\$1,000,000
Sheboygan	\$1,700,200	\$1,216,400	\$5,268,100	\$571,900	\$250,100	\$690,900	\$6,236,900	\$5,464,500	\$5,000,000
Appleton	\$1,589,100	\$438,300	\$383,900	\$300,600	\$407,700	\$2,938,000	\$689,100	\$390,600	\$5,000,000



New Construction Summary (2007–

▶ Eau Claire	\$452 Million
▶ Oshkosh	\$424 Million
▶ Green Bay	\$368 Million
▶ Appleton	\$306 Million
▶ La Crosse	\$295 Million
▶ Fond du Lac	\$221 Million
▶ Sheboygan	\$195 Million
▶ Neenah	\$139 Million

▶ Source: Wisconsin Dept. of Revenue (DOR)



2017 Program of Work & Budget

Department: Economic Development

Goals:

1. Drive Business Attraction through Further Development of External Marketing Mechanisms.
2. Support Existing Business Development Efforts.
3. Foster Local Entrepreneurial and Emerging Business Development.
4. Encourage Growth and Expansion of High Wage/Family Sustaining Jobs.
5. Provide Incentives and Resources for New and Existing Businesses.
6. Organizational Development.

Program/Activity	Budget		Owner	Other Dept./Committees Needed	Organizational
	Revenue	Expenses			
Amplify Oshkosh November event (Note 1)	\$41,440	\$18,270	Rob Kleman	EDAC Marketing	#1,
Ideas Amplified Networking Series (Note 1A)	\$7,500	\$6,000	Rob Kleman	EDAC Marketing	#1,
ICSC Fall & Spring Conventions (Note 2)	\$0	\$2,000	Rob Kleman	EDAC	#
Site Selectors Guild (Note 3)	\$0	\$3,000	Rob Kleman	EDAC	#1
I41 Corridor/New North Regional Marketing (Note 4)	\$0	\$5,000	Rob Kleman	EDAC Marketing	#1
Business Counseling – SCORE (Note 5)	\$0	\$0	John Casper	Board of Directors	#2
ESRI Market Software	\$0	\$2,500	Rob Kleman	EDAC Marketing	#2

NationJob (Note 6)	\$0	\$0	John Casper	Board of Directors Marketing Member Services	
FV Wage & Salary Survey	\$0	\$2,500	Mark Halfen	Member Services	
Oshkosh Chamber On-Line Property Database Update	\$0	\$0	Rob Kleman	EDAC Marketing	#1
Business Retention & Expansion Program	\$0	\$0	Rob Kleman	EDAC Marketing	#:
Consultant Services to entrepreneurs, start-ups and emerging businesses	\$0	\$0	Rob Kleman	EDAC	#:
"Taking Care of Business" Radio Show	\$4,500	\$2,400	Rob Kleman	Marketing	#:
Fund Drive (Note 7)	\$50,000	\$0	Rob Kleman	EDAC Marketing	
RLF Servicing Fees (OAEDC & Winnebago County)	\$1,000	\$0	Rob Kleman	EDAC	#
Training & Conferences (Note 8)	\$0	\$0	Rob Kleman	EDAC	#
Support Workforce/Talent Development Committee	\$0	\$0	Rob Kleman, Patti Andresen-Shew	EDAC	#2
NEWREP Membership (Note 9)	\$0	\$500	Rob Kleman	EDAC	#1,
Recapitalize RLF (Note 10)	\$0	\$0	Rob Kleman	EDAC	#1, 2

InDevelopment Conference (Note 11)	\$0	\$2,000	Rob Kleman	EDAC	#1
Support BID & provide office space. (Note 12)	\$0	\$0	John Casper, Rob Kleman	EDAC Board of Directors	#
Conduct quarterly investor relation events	\$0	\$500	Rob Kleman	EDAC	
Downtown Master Plan (Note 13)	\$0	\$5,000	John Casper	EDAC Board of Directors	#1
Administration/Staff	\$0	\$135,000		Board of Directors	
Total	\$104,440	\$184,670			

Note #1. Proceeds from the Amplify Oshkosh event will be used to underwrite a dedicated Amplify Oshkosh staff position.

Note #1A. This is based on holding 5 Ideas Amplified Events

Note #2. Chamber staff attends the ICSC Fall Chicago Deal Making event, the Spring Deal making Event in Milwaukee and the Spring Deal making Event in Las Vegas

Note #3. Chamber staff will attend the 5th annual Site Selectors Guild Annual Conference in Tucson in March 2017

Note #4. We are working with our I-41 corridor partners to plan a Familiarization Tour for Site Selectors in October

Note #5. The Chamber provides office space and administrative/clerical support to the SCORE office.

Note #6. Revenue earned through the NationJob program is reflected in the Member Services department budget

Note #7. The annual economic development fund-drive will be conducted by members of the Economic Development Commission

Note #8. Training and conference expense is budgeted in the Administrative Budget.

Note 9. SR VP of Economic Development will be serving as NEWREP Board President in 2017

Note #10. Available funds for the Revolving Loan Fund (RLF) are not sufficient to meet the needs that currently exist. The Chamber plans to invest and recapitalize the Chamber's RLF.

Note #11. The annual Insight InDevelopment Conference will be held in Oshkosh in 2017 and the Chamber plans to partner with GOEDC on the sponsorship of this event.

Note #12. The Chamber will provide the Downtown BID office space and administrative support services as an in-kind contribution to the BID.

Note #13. The Chamber committed \$15,000 to support the update of the Downtown Master Plan over a 3-year period with a \$5,000 per year payment.

LOCAL AREA COUNTY UNEMPLOYMENT STATISTICS (LAUS) November 30, 2016

COUNTY	EMPLOYMENT November 30, 2015	EMPLOYMENT November 30, 2016	CHANGE 2016 VS 2015	UNEMPLOYMENT RATE(AUGUST 16)	UNEMPLOYMENT RATE(SEPT 16)	UNEMPLOYMENT RATE(OCT 16)
Winnebago	88,670	89,245	575	3.7	3.2	3.3
Outagamie	99,043	100,113	1,070	3.5	3.1	3.1
Fond du Lac	55,627	56,301	674	3.6	2.9	2.9
Brown	134,652	137,043	2,391	3.7	3.2	3.2
Calumet	26,779	27,203	424	3.4	2.8	2.8
Waupaca	25,852	26,270	418	3.7	3.5	3.4
Waushara	10,818	11,127	309	4.6	4.0	4.0
Sheboygan	58,899	59,938	1,039	3.3	3.0	3.2
Manitowoc	40,068	41,052	984	4.3	3.8	3.6
Door	13,532	14,126	594	3.4	3.3	3.3
Rock	80,303	84,011	3,708	4.3	3.9	3.9
Eau Claire	56,495	57,675	1,180	3.5	2.8	3.0
La Crosse	65,326	66,651	1,325	3.7	3.0	3.1
Dane	305,509	308,555	3,046	2.8	2.6	2.7
Milwaukee	454,066	455,641	1,575	5.5	4.7	4.6
Wisc	2,975,972	3,020,537	44,565	4.0	3.5	3.5
United States	149,766,000	152,385,000	2,619,000	5.1	4.8	4.7

Seasonally adjusted (NO) for U.S. and WI
Employment is by month (not annually)

LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS)

November 30, 2016

CITY	EMPLOYMENT October 31, 2015	EMPLOYMENT November 30, 2016	CHANGE 2016 VS 2015	UNEMPLOYMENT RATE(AUGUST 16)	UNEMPLOYMENT RATE(SEPT 16)	UNEMPLOYMENT RATE(OCT 16)
Oshkosh	33,650	33,868	218	3.8	3.4	3.4
Appleton	38,874	39,322	448	3.8	3.3	3.4
Fond du Lac	22,379	22,650	271	3.7	3.0	3.0
Neenah	13,531	13,619	88	4.1	3.2	3.3
Green Bay	52,580	53,514	934	4.0	3.5	3.5
Manitowoc	15,549	15,930	381	4.7	3.9	4.1
Sheboygan	24,083	24,508	425	3.7	3.3	3.5
Beloit	16,271	17,023	752	5.5	4.7	4.9
Janesville	31,894	33,367	1,473	4.4	4.1	4.0
Eau Claire	38,575	39,385	810	3.5	2.9	3.0
La Crosse	29,147	29,738	591	4.1	3.3	3.5
Wausau	19,333	19,742	409	4.0	3.3	3.6
Madison	149,157	150,645	1,488	2.7	2.6	2.7
Milwaukee	266,240	267,164	924	6.3	5.3	5.1
Wisc	2,975,972	3,020,537	44,565	4.0	3.5	3.5
United States	149,766,000	152,385,000	2,619,000	5.0	4.8	4.7

Seasonally adjusted (NO) for U.S. and WI
 Employment is by month (not annually)



Community Development Department
2000 Municipal Drive, Neenah, WI 54956
www.foxcrossingwi.gov
Phone (920) 720-7105 Fax (920) 720-7116

Request: \$22,988.00

January 17, 2017

Mr. Jerry Bougie
IDB Coordinator
Winnebago County Planning Department
448 Algoma Blvd
Oshkosh, WI 54903-2808

RE: 2017 Winnebago County Per Capita Funding Program

Dear Jerry:

The Village of Fox Crossing continues to be appreciative of the opportunity to use IDB funding to support its economic development efforts in 2017. This funding, which is now in the amount of \$22,998, will allow the Village to further increase its economic development efforts. These funds are combined with other Village funds to promote and support economic development in the Village of Fox Crossing. These efforts have resulted in both the expansion of existing, and the attraction of new, industries and businesses. The Village is especially appreciative of the per capita allocation from the Town of Winchester and will strive to support them in the Villages economic development promotion and activities.

The Village of Fox Crossing adopted, as a part of its 2017 Annual Operating Budget, various fund accounts for economic development including, a specific account for the IDB per capita allocation. The IDB funds are an integral part of this effort. The Village was very successful in creating new jobs in the Village and surrounding areas. The Village will continue to use its website to provide information on industrial sites within the Village. The Community Development Department intends to update its market analysis in 2017. The Village will also continue to be directly involved in regional economic development efforts in Winnebago County and the Fox Cities. The Village feels that these regional organizations as well as others of regional import help to promote the region and maximize the impact of the limited funds available for economic development promotion. The Village will be expanding its economic development efforts with these additional funds.

Some of the examples of success in 2016 include creation of two tax increment financing districts. The two current districts, one for the Community First Credit Union Development and the second for McMahon Business Park, have helped to create over \$36 million in new development over the last two years. The Village anticipates the creation of additional tax increment financing districts (TID)s in 2017. The Village has provided a grant of \$100,000 to promote \$25 million in additional development for Touchmark Living Center. Thus over \$61 million dollars are expected in the next two years from these efforts alone.

Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries. The continuing work on the new full 10/41/441 interchange and second bridge structure has fostered increased interest in economic development in the Village and the region. The Village will work with all regional economic

January 17, 2017

development entities to promote new development opportunities in the Village and the region.

The continuing work on the 10/441/41 interchange including a second bridge over Little Lake Butte Des Morts has fostered continuing inquiries and requests for development assistance.

The Village of Fox Crossing appreciates its allocation of IDB funds for economic development and also expresses appreciation for the allocation of the per capita funds from the Town of Winchester. These funds always leverage a substantial amount of additional funds that jointly promote the entire region. The award of the IDB funds for 2017 will allow the Village, along with all the other eligible entities in Winnebago County, to continue to maintain its economic vitality.

Attached is the Village's application for 2017 IDB funds.

Sincerely,



George L. Dearborn Jr., AICP
Director of Community Development
cc: Jeffrey S. Sturgell, Village Manager
Holly Stevens, Clerk, Town of Winchester

2017 WINNEBAGO COUNTY PER CAPITA FUNDING APPLICATION 2017 VILLAGE OF FOX CROSSING ECONOMIC DEVELOPMENT PROGRAM

Overview

The Village of Fox Crossing has adopted, as a part of its 2017 Annual Operating Budget, various fund accounts for economic development. The Village's local economic development activities are augmented with regional and state economic development programs. These regional efforts have helped to encourage local economic development. The Winnebago County Per Capita funds are blended with local funds and will augment the Village's ongoing economic development efforts in 2017 as it has in previous years. The Winnebago County per capita funds are a very positive stimulus for economic development efforts in the Village which directly benefit the County.

The following economic development programs will continue, expand or be developed in 2017:

Business & Industrial Retention and Expansion

- The Village's retention and expansion programs incorporate tools and incentives to retain existing businesses and industries and support their expansion. Village staff participates in site visits to local businesses and industries to assess business needs and to address any concerns. These site visits have proven to be very productive. The site visits are conducted in cooperation with the Fox Cities Regional Partnership. These visits have and are anticipated to continue to provide information on the success of retention efforts. They also provide the Village with information about issues and concerns of local businesses and industries which the Village can assess and determine how these concerns can be addressed. One of the other tools the Village will continue to use is a business recognition program. This program currently called the Healthy Sustainable Business Neighborhood (HSBN), which the Village created. This current program encourages sustainable business expansion and attraction. The Village intends to modify this program by incorporating the Wisconsin based Green Masters Program operated by the Wisconsin Sustainable Business Council and then provide incentives through a sustainable zoning overlay.
- One of the most successful economic development tools has been the creation of tax increment financing districts. The two current districts, one for the Community First Credit Union Development and the second for McMahon Business Park, have helped to create over \$36 million in new development over the last two years. The Village anticipates the creation of additional tax increment financing districts (TID) in 2017. The Village has provided a grant of \$100,000 to promote \$25 million in additional development for Touchmark Living Center. Thus over \$61 million dollars are expected in the next two years from these efforts alone.
- Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries.
- The continuing work on the new full 10/41/441 interchange and second bridge structure has fostered increased interest in economic development in the Village and the region. The Village will work with all regional economic development entities to promote new development opportunities in the Village and the region.
- Village staff intends to update its local market analysis in 2017. This analysis is used to encourage businesses and industries to locate and expand in the Village. Staff anticipates conducting a new market survey to update its market analysis. The results of this updated market analysis will be used by the Village along with other public and private entities

Regulation Reform

- The Village continues to use its zoning ordinance to provide more flexibility for new industrial and commercial development. The Village has streamlined its development process and has eliminated duplicate regulations and other development barriers. This has proven to be invaluable in encouraging business and industrial expansion.

Industrial and Business Park Development

- The Village will continue to improve and extend public infrastructure. The Village also uses TIDs, grants and low interest loans when appropriate. This has helped to encourage the expansion of existing industrial and business parks and encourage new development. The Village promotes its parks on its website as well as state and regional websites and other state local and regional promotional efforts as they become available.

Community Promotion

- The Village will continue to improve and expand the economic development portion of its website. The Village continues to pursue the re-establishment of its internet map server that provides information on the location of industrial sites and other site-specific information. This will augment the present industrial park maps now on the Village's web site. The Village will continue its partnerships with the Winnebago County Industrial Development Board, New North, Wisconsin Economic Development Partnership, the Fox Cities Regional Partnership and other appropriate regional entities. The Village uses per capita funds coupled with other Village funds to support local business and industrial development along with potential financial contributions to appropriate regional entities that it deems most beneficial to the Village.
- The Village's Sustainability Committee continues to encourage the use of sustainable energy and other sustainable practices. The Village anticipates incorporating incentives within the Village's new zoning ordinance to both support and attract sustainable businesses.
- The initiation of the reconstruction and improvement of the 10/41/441 interchange began in 2014 and is being used as a marketing tool to encourage the expansion and development of all existing and proposed commercial and industrial sites. The Village will continue to encourage and support this project. The conversion of U.S. 41 to an interstate highway in 2015 has further enhanced the promotion of economic development in the region.
- The support of the Town of Winchester in its allocation of its per capita funds to the Village. The Village appreciates The Village will strive to assist the Town, when feasible, in any economic development efforts that they desire and will note the support of the Town in any of its promotional activities

2017 Village of Fox Crossing Economic Development Budget

Community Promotion

Business Retention & Expansion

Economic Development Staff Assistance

\$52,000.00

(Salaries for Economic development
Includes the Administrator, Community
Development Director, Associate Planner &
Community Development Intern)

Advertising & Promotion

\$ 9,000.00

Development Information and
Market Analysis

\$ 13,000.00

(Maps, Community Profiles, Economic Development Website Maintenance & Improvements, TID creation, Market Study & other Materials and information)

General Village Funds	\$51,012.00
Winnebago County Per Capita Funds <i>(\$1.12 Per Capita for the Village and The Town of Winchester)</i>	\$22,988.00
Total Projected Economic Development Expenditures	<u>\$74,000.00</u>

This Budget does not incorporate additional funds that are spent for infrastructure improvements that are specifically made to support business and industrial expansions.

2016 Village of Fox Crossing Economic Development Expenditures

Community Promotion

Advertising & Promotion (1) \$ 3,695

Business Retention & Expansion

Staff Assistance \$40,000
Development Information \$10,525

(1) Included membership in Fox Cities Economic Development Partnership, which contributes to the New North Economic Development Partnership, all of which are involved in promotion of the entire region. Also includes preliminary study of potential TID 2 creation. All expenditures for memberships and way-finding signage are paid directly from Village General Funds except for a partial membership in the Fox Cities Economic Development Partnership.

General Village Funds	\$47,555.00
Winnebago County Per Capita Funds	\$18,665.00
Total Economic Development Expenditures	<u>\$66,220.00</u>

2016 Economic Development Results

Community Promotion

Advertising & Promotion

The Village of Fox Crossing continued advertising and promotion of the community through a number of different mediums, using promotional materials, letters, site visits and improvements to the economic development portion of its website. The Village contributed to regional promotional efforts conducted by the Economic Development Partnership. The Village also hosted various meetings that promoted existing businesses and industries.

Development Information and Market Analysis

Staff Assistance

The Village Manager, Community Development Director, Associate Planner and Community Development Intern are all directly involved in economic development. Staff actively participated in local and regional efforts to promote the region for new and existing commercial and industrial development. The improving state and national economy coupled with local successes in existing and new development has increased in residential, commercial and industrial development. One of the major joint efforts in 2016 was the creation of a new tax increment financing district for McMahon Business Park as well as a direct grant to Touchmark Living Center which has helped to encourage over 25 million dollars over the next few years

The majority of the new commercial and industrial development has been due to retention and expansion of existing developments. They included a major addition to the McMahon Office building, Kimberly Clark, and Azco. New projects include the previously mentioned ongoing Community First Building, WOW Logistics in the McMahon Business Park, and a new building for electronic equipment installation for Pierce vehicles. This is a positive trend that we will build upon through our community promotion, incentives and effective cooperation with businesses and industries. Staff has also worked with a number of developers on potential tax increment financing districts which are anticipated in 2017.

Development Information

Village staff continued to improve the website to encourage new economic development. Staff also prepared a number of maps showing areas for development and assisted potential developers in their efforts to find appropriate sites for development, both within the Village and in surrounding areas.

Grants & Tourism

In addition to the Village's direct economic development efforts, staff has worked on the development of the new Convention Center that will promote conventions in the Fox Cities. Staff also works with the both the Convention and Visitors Bureau and the Room Tax Commission to promote new tourism projects.

Job Creation and Retention

New job creation numbers are difficult to quantify but we do know that we have created or retained many jobs in 2016. We estimate that we will be creating over 200 jobs for Community First Credit Union. Some of these jobs will be retained but many of them will be new ones. The relocation and expansion of WOW Logistics will retain and create at least 60 jobs. These higher end jobs will also expand the need for other services and have increased the need for support industries further creating new jobs in Fox Crossing and the Fox Valley area.

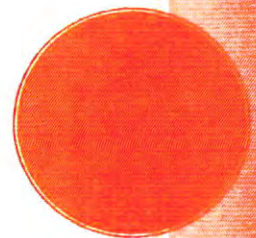
2017 IDB PER CAPITA FUNDING ALLOCATION APPLICATION

Village of Winneconne



Administrator Mitchell W. Foster

1/6/2017



2017 IDB Per Capita Funding Allocation Application

Village of Winneconne

Dear Members of the Winnebago County IDB, Village Board, and taxpayers of the Village of Winneconne:

Please find enclosed, the Economic Development activities that occurred in 2016 and those that are slated to occur in the calendar year 2017.

2016 in Review

Last year the Village dedicated \$13,792 towards economic development within the Village boundary and to support the surrounding outlying taxing districts.

The Village received \$5,367 in IDB per capita funding allocations for 2015. These funds were dedicated in the following manner:

- Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village),
\$10,100.
- Office Supplies, printing, publishing
\$1,250.
- Contracted Services with GO-EDC
\$2,410.
- NET BUDGETTED FUNDS
\$13,792.
- 2016 IDB AWARDED FUNDS
\$6,657.
- VILLAGE FUNDED PORTION
\$7,135.

The focus of this work was to promote the economic development of Winneconne and the surrounding area. Funds in 2016 were used for the following programs;

- Administer revolving loan fund for businesses that are expanding operations including; Midwest Specialty, Multi-Conveyor, and the Village Pub with \$181,723 in loans and a balance of \$382,230.80 available;
- Administer CDBG downtown façade improvement loans with \$57,000 available;
- Administer Tax Incremental District #5 project plan including the planning and reconstruction of Main Street (STH 116) in the district;
- Administer Tax Incremental District #3 including planning and reconstruction of Main Street (STH 116) and potential development opportunities in the district;
- Collaborate with Winneconne Community School District and local industry, manufacturing and business for career expo/class visits (increase awareness for high school students to understand options available in the surrounding community);
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Increase awareness of surrounding community businesses.



The above efforts will benefit the Village moving forward by replacing tax base (proposed for removal by STH 116 project), new or expanded business opportunities, as well as water, sewer, and road replacements within the Village;

- Main Street Reconstruction
\$1,600,000.
- Commercial Development Potential
Unknown

The Village provided a 2 to 1 match in taxpayer dollars from the General Fund to support the Economic Development Plan. All funds were used to pay wage, benefits, and materials costs for products created by the Department and used toward promotion or expansion of the Village and surrounding community economies.

2017 – Let’s Take the Next Step!

For the upcoming year, the Village has increased its allocation towards economic development by a significant amount due to some upcoming projects and a renewed focus. As you will see below, even with the reduction in outside community contributions, the Village is still planning to focus on development as its key to sustaining an amazing community.

The Village is proposed to receive the following 2017 allocations;

Village of Winneconne	=	\$2,696.
Town of Winneconne	=	\$2,676
<u>Town of Wolf River</u>	=	<u>\$1,337.</u>
NET ALLOCATION	=	\$6,709.

These funds are dedicated in the following manner:

- Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village),
\$10,350.
- Office Supplies and Marketing
\$250.
- Agreement with GO-EDC
\$5,500.
- NET BUDGETTED FUNDS
\$16,100.
- 2017 IDB PROPOSED FUNDS
\$6,709.
- VILLAGE FUNDED PORTION
\$9,391.

The focus for 2017 is to continue the good work accomplished in 2016, promoting the economic development of Winneconne and the

surrounding area. Funds in 2017 will be used for the following programs;

- Administer revolving loan fund for businesses that are expanding operations including; Midwest Specialty, and the Village Pub (Wolf Isle) with over \$180,000 in loans and a balance of \$345,000 available;
- Administer CDBG façade improvement loans with \$57,000 available;
- Explore opportunity for the expansion of the existing Industrial Park or creation of a new Industrial Park, as the Park is near capacity.
- Work with new owners of property within Industrial Park on new business opportunities;
- Continue to cooperate with the Winneconne Community School District, Winneconne Industrial Park Manufacturers, and Business partners, via the Career Fair bi-annual event, to make high school students more aware of career opportunities with existing business and industrial partners in the surrounding community;
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Work with Fox Valley Technical College and the Winneconne Community School District on attracting grant monies for skill development for a future workforce;
- Meet and cooperate with local community groups to promote the region.
- \$5,500 of the Village's budget amounting will be paid to GO-EDC for their work on behalf of the Village which will be expanding in 2017.
- Work with WEDC on redevelopment of contaminated sites that will be affected by the 116 Bridge Project.

- Work on recruiting developers for redevelopment of waterfront sites along STH-116 project.



Thank you for your trust in the Village of Winneconne and the expenditure of IDB per capita funds towards Economic Development. Without this contributory program, the Village would have significant difficulty accomplishing the projects that we have been so successful with in the past.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mitchell W. Foster".

Mitchell W. Foster, MPA

Administrator



Request: \$11,000.00

Dept. _____ Account _____

INVOICE

DATE: January 9, 2017

Sue Ertmer
Winnebago County Clerk
415 Jackson Street, Rm 110
Oshkosh, WI 54901

DESCRIPTION

AMOUNT DUE

East Central ITBEC

2017 East Central ITBEC Budget Allocation \$11,000

TOTAL DUE: \$11,000

Please make check payable to East Central ITBEC.

Thank you.

cc: County Board Chair

FOR OFFICE USE ONLY:

Amount Paid: _____

Check No.: _____

Date: _____

Return yellow copy with payment

1.5% charge after 30 days from invoice date.

22 East Mifflin Street, Suite 900 • Madison, Wisconsin 53703

Authorizing Signature

Date



Oshkosh Convention & Visitors Bureau

100 North Main Street Suite 112
Oshkosh WI 54901
920-303-9200

Request: 10,000.00

www.VisitOshkosh.com

Winnebago County Industrial Development Board

The Oshkosh Convention & Visitors Bureau (OCVB) is the official destination marketing organization for Winnebago County, committed to support and enhance the economic impact of tourism through events, service, sales, and marketing. The OCVB is a private, not-for-profit corporation funded by hotel/motel room tax assessed by local ordinance.

The Oshkosh CVB only receives room tax dollars collected from Oshkosh, not all of Winnebago County.

Marketing

- All Winnebago County Events featured on our website
- Mention of Winnebago County in most editorials
- Tourism Breakfast/Annual Report—announcement of Winnebago County economic impact numbers and employment in the tourism industry
- Markets all attractions and events in Winnebago County through social media, website and print marketing
- The OCVB is the only entity marketing our trail system. (River Walk, WIOUWASH Trail, The Lake Buttes des Morts Causeway.) We now have a completed map and video on our website of the trail system.

Sales

- Market and sell all Winnebago Boat landings as major fishing tournaments chose the waters in Winnebago Count for their fishing event
- Help complete the Winnebago County Park disc golf course and sell and market that venue
- Sells and markets Sunnyview Expo and Winnebago County Park as a venue for events

Visitor Guide

- The Visitors Guide is our print fulfillment piece, showcasing all of Oshkosh for tourist. We market Oshkosh and all of the County in all aspects of our Guide.
- Attractions, sports and recreation opportunities within Oshkosh and all of Winnebago County are listed in the Guide (free of charge). Examples:
 - Tayco St. Bridge Museum in Menasha
 - Waukau Nature Preserve
 - WIOUWASH Trail
 - Neenah, Menasha, Omro and Winneconne Parks
 - Lasley Point
 - More
- Map insert includes Winnebago County population, County phone number and website, as well as a map of the entire County that displays the following:
 - County boat launches
 - Historic districts
 - Medical centers
 - County Parks
- Distributes over 70,000 copies of our annual Visitor Guide to include all of Winnebago County

East Central ITBEC Board

The Oshkosh CVB sits on the East Central ITBEC Board representing Winnebago County. After a full strategic plan, ITBEC released a collaborative marketing project entitled Endless Shores. Partnerships include Fond du Lac, Calumet and Winnebago County. This project launched a website in January creating itineraries for the traveler to stay and play around Lake Winnebago.